

# LIFE

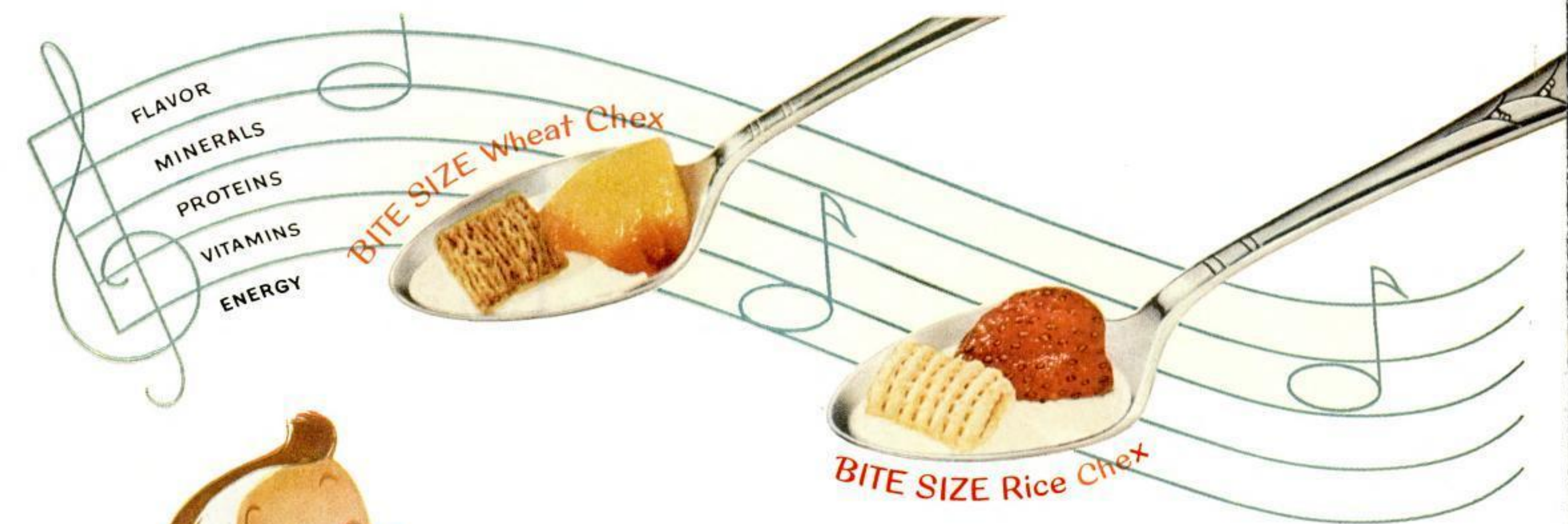
THE WORLD WE LIVE IN: PART XI  
THE TEEMING RAIN FOREST  
OF THE TROPICS



20 CENTS

SEPTEMBER 20, 1954





They  
had their  
**BITE SIZE  
CHEX**  
today!

(How about you?)

#### THERE IS A DIFFERENCE IN CEREALS

No other cereal, flaked or puffed,  
gives you so much honest-to-  
goodness nourishment in such  
concentrated Bite Size form.  
Delicious? Yes. Crisp? Down to  
the last bite. But best of all is the  
wonderful ready-for-anything  
feeling you have after a Bite Size  
Chex breakfast. Don't miss it.  
Start tomorrow.



**SO NOURISHING!** Every crisp bite whole-  
grain-rich in vitamin B<sub>1</sub>, niacin, and iron.

RALSTON PURINA COMPANY, St. Louis, Mo.



# THE NATIONAL AUDUBON SOCIETY

INVITES YOU TO ENJOY

## A New Educational Nature Hobby For The Entire Family!

Here is an exciting way to enrich your children's lives—and your own—with fascinating things-to-know and things-to-do in the wonderful world of Nature!



Now collect your own "museum-at-home" of Nature's wonders! Everything provided . . . including fascinating pictures in natural color . . . permanent albums to mount them in . . . suggestions and plans for outdoor projects . . . and a handsome case to protect your collection.

This revolutionary new program, sponsored by the National Audubon Society, has captured the imagination of thousands of families. Now you and your family can discover the wonders of Nature at home, under the guidance of friendly, inspired naturalists.

The FREE Gift described below (Value \$2.00) is offered to you as a demonstration of how much pleasure and knowledge you can derive from this thrilling plan.

Surely the best way for anyone—young or old—to discover the wonders of nature would be in the company of dedicated naturalists such as those on the Staff of the National Audubon Society. This new Nature Program gives you the closest possible equivalent to this type of personal guidance.

Each month — with the aid of magnificent color photographs and fact-filled albums in which to mount them—you go "into the field" on a fascinating quest after Nature's secrets. You see how Nature "protects her own"

with camouflage . . . follow the migrations of sea birds across the wide ocean . . . learn the strange, almost unbelievable ways in which some animals reproduce, and rear their young. *Best of all, your naturalist-guides will show you how to find amazing wonders of Nature in your own back yard or park!*

### A Delightful Family Activity

The whole family will look forward to each of these monthly Nature Program sets with the greatest interest. Here is a hobby in which Mother, Dad and the children all participate, and from which all can profit. The youngsters especially will develop healthy new outdoor interests, and at the same time enrich their minds with knowledge that is helpful at school, and in later life. Few family activities can offer so much at such low cost.

You can "sample" this new program now without any obligation. Send coupon now, for the current set CAMOUFLAGE IN NATURE as a FREE GIFT.



In summer, the snowshoe rabbit is the same color as his tundra home. But when autumn comes . . .



. . . the weather gets colder, and he starts to change color! When the ground is covered with snow . . .



. . . he has become all white—perfectly camouflaged once again!



In an ordinary woodland pond you can find an amazing variety of fascinating creatures. Your Nature program tells you what to look for, how to go about it.



ALL PICTURES  
IN THRILLING  
NATURAL  
COLORS!



The first explorers in America were thrilled by the lovely Tiger Swallowtail butterfly, which is unknown in Europe. A picture of it was painted in 1587, and sent home by the commander of Sir Walter Raleigh's ill-fated colony on Roanoke Island!

**FREE** IF YOU ENROLL NOW  
The Current Album  
**CAMOUFLAGE IN NATURE**

Right now is an excellent time to find out about this new National Audubon Society program. If you send the coupon at once, you will receive CAMOUFLAGE IN NATURE, ABSOLUTELY FREE OF CHARGE. Your Free Gift set includes a collection of thirty-one natural color prints, informative album and a distinctive maroon and gold case to protect your "Museum-at-Home" exhibits. The value of this sample Gift Package is \$2.00.

You assume no obligation when you send

for this FREE set. You may resign your enrollment any time you wish. However, we feel sure that, once your family has become acquainted with the "Museum-at-Home" program, you will wish to continue these delightful monthly "visits" for a while. The total cost is very low; only \$1 for each set plus a few pennies for shipping.

In any case, we urge you to send for your FREE sample package now, since quantities are limited. Print your name and address on the coupon and mail it today.

### NATURE PROGRAM Dept. L-10, Garden City, N.Y.

Please send me FREE the CAMOUFLAGE IN NATURE series including 31 natural color prints, and an album to mount them in, plus informative text. I understand that you plan to issue a new Nature series each month in cooperation with the National Audubon Society, for only \$1.00 each plus a small charge for shipping. You will immediately send me, without any charge, a handsome maroon and gold color case for my albums. After examining my FREE set, I'll notify you if I do not wish any others. I may cancel my subscription at any time I wish without further obligation.

Name \_\_\_\_\_ (PLEASE PRINT)

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

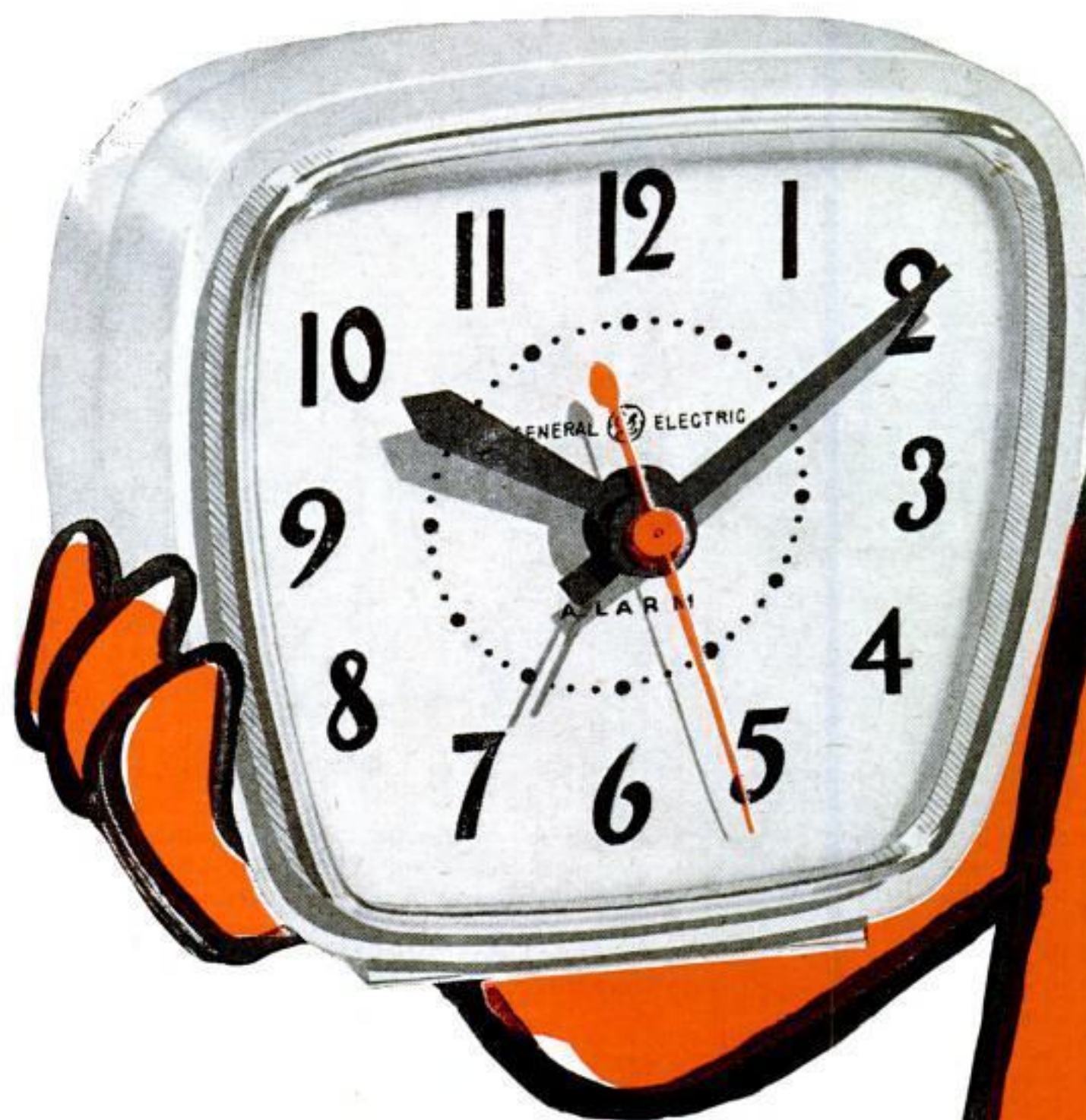
**SEND NO MONEY. MAIL COUPON PROMPTLY.**

(Same offer in Canada; address 105 Bond St., Toronto 2, Ont. Good only in U.S.A. and Canada)



"My worries about  
crowing on time are over.

I've just bought an accurate  
G-E Electric Alarm!"



**STARTER ALARM** \$3.98\*

LUMINOUS MODEL \$4.98\*

Why is G-E time *better* time? Simple. When you plug in a G-E Electric Alarm, you've got the most accurate and dependable time you can buy.

So, why not get a smartly styled G-E Starter Alarm? It's a decorator clock at a low, low price. Those big, bold, black numerals and hands are easy to see. The red sweep-second hand adds a colorful touch. The alarm? Just what you ordered. Wakes you with a firm alarm hum.

*Progress is our most important product*

**GENERAL  ELECTRIC**

General Electric Company, Small Appliance Division, Bridgeport 2, Conn. \*Manufacturer's recommended retail or Fair Trade price, plus applicable taxes.





New *Airlight* Outdoor Telephone Booth—Larger, well-lighted and comfortable. Designed for use in all kinds of weather. Roof and frame are aluminum.

## There's Something New in Telephone Booths

Any time you see one of these new *Airlight* Outdoor Telephone Booths you're likely to want to go right in and make a call.

For they are mighty attractive and comfortable. They are well-lighted, day and night. Tip-up directories are in easy reach. There's an ample shelf for packages and handbags.

The *Airlight* Outdoor Booths are never

closed. They are available for service 24 hours a day, every day in the year.

It's just another step in the never-ending job of making the telephone more convenient and more useful to more and more people.

By bringing the telephone closer to you, we bring you closer to everybody. And thus make the service just that much more valuable.

**BELL TELEPHONE SYSTEM**

Reminding you that someone, somewhere, would enjoy hearing your voice today.

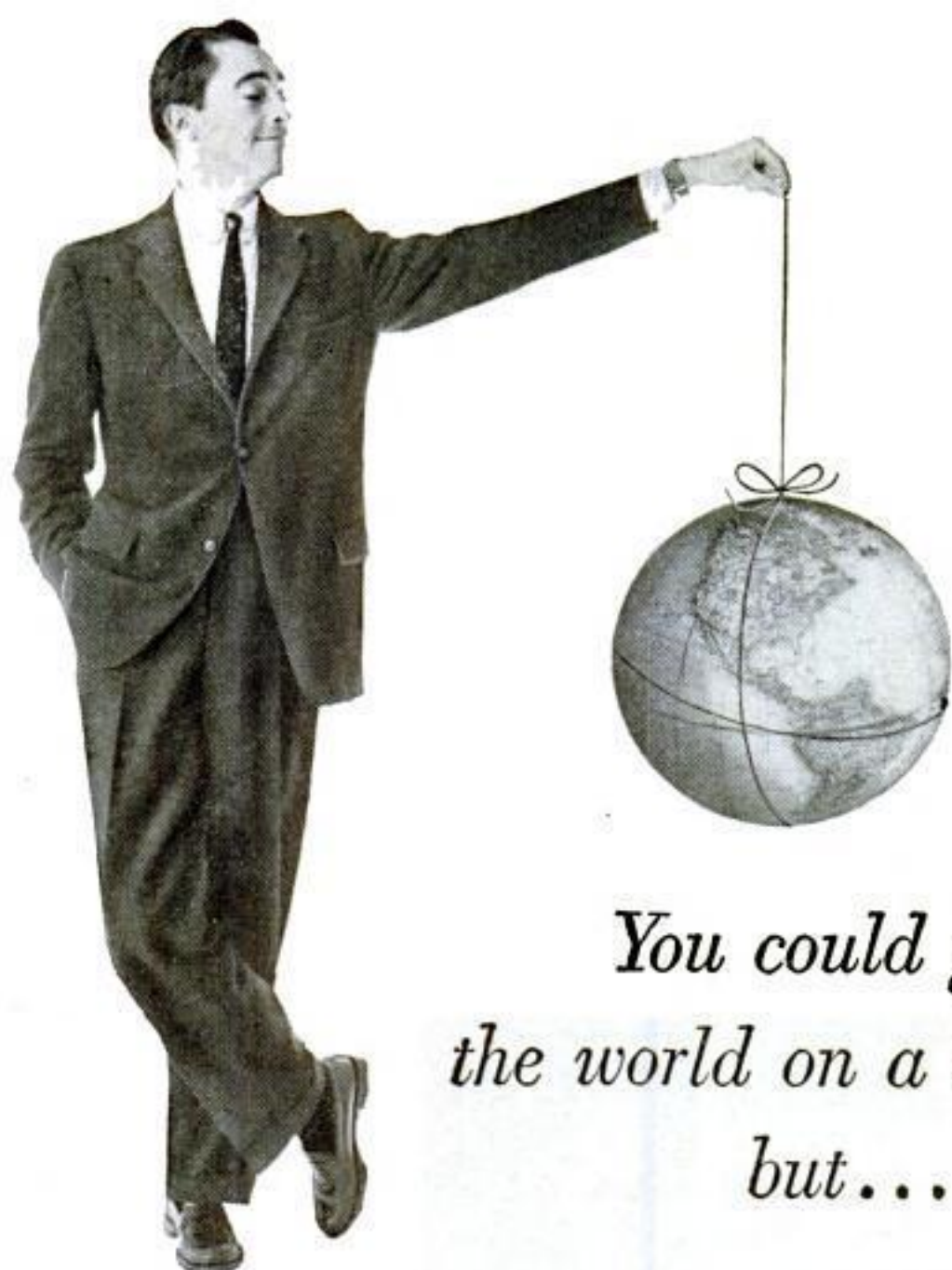


This One



1ACK-ZY4-N960





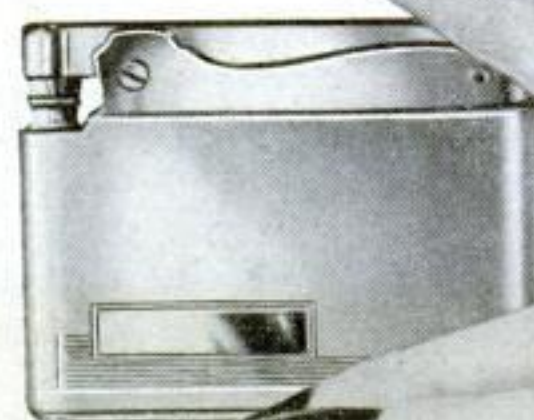
*You could give her  
the world on a string,  
but...*

**she'd rather have a Ronson**

From her favorite flame... a Ronson pocket lighter is the perfect gift, with or *without* strings attached. As a birthday present, to celebrate a special anniversary, or as a wonderful spur-of-the-moment gift, you simply can't miss with a Ronson.

There are so many pocket lighter styles to choose from in Ronson's smart assortment for women — in gold and silver, in exciting colors, in patterns and leathers. No matter which you select, your gift of a Ronson makes *you* the light of her life, every single time she lights a cigarette.

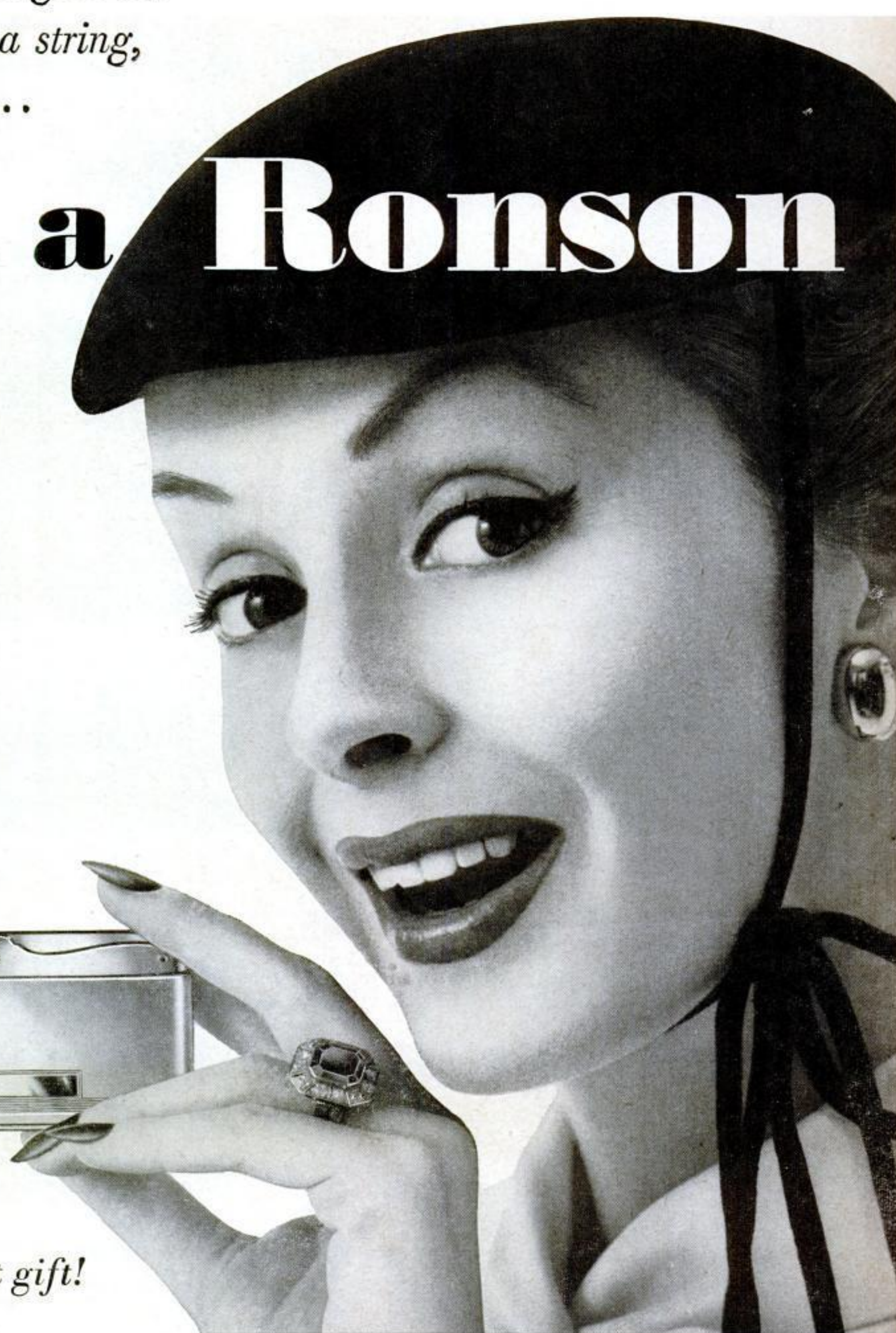
**Shown: Ronson Adonis** in satin finish with engraved design at \$8.95. Other Ronson pocket lighters from \$4.95 to \$200.



*look for the name*

**RONSON**

*world's greatest gift!*



© 1954 RONSON CORPORATION



If **they** have the  
**brains**



will **you** have the  
**money?**



**L**IKE ALL BRIGHT, ambitious, young Americans, *your* youngsters deserve the chance of a college education.

How much value they'll get out of college will be largely up to them. *But getting them there in the first place is squarely up to you.*

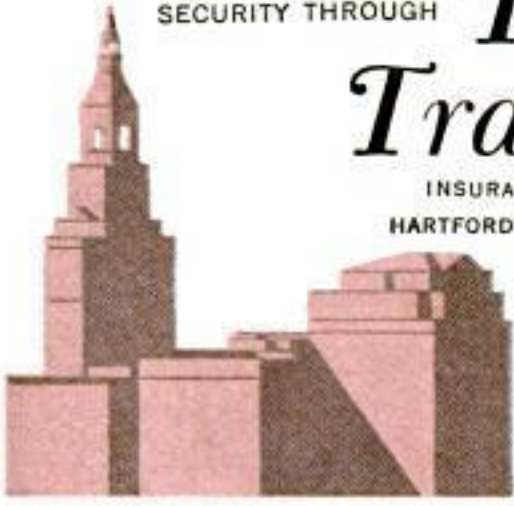
So when the time comes to give them their big opportunity, don't risk not being able to afford it!

The sooner you start to provide for the expense of college, the better. Join the thousands of fathers who are using a Travelers Educational Life Insurance plan to make sure they'll have enough money set aside to cover *everything*—clothing, board, tuition—by the time their children reach college age.

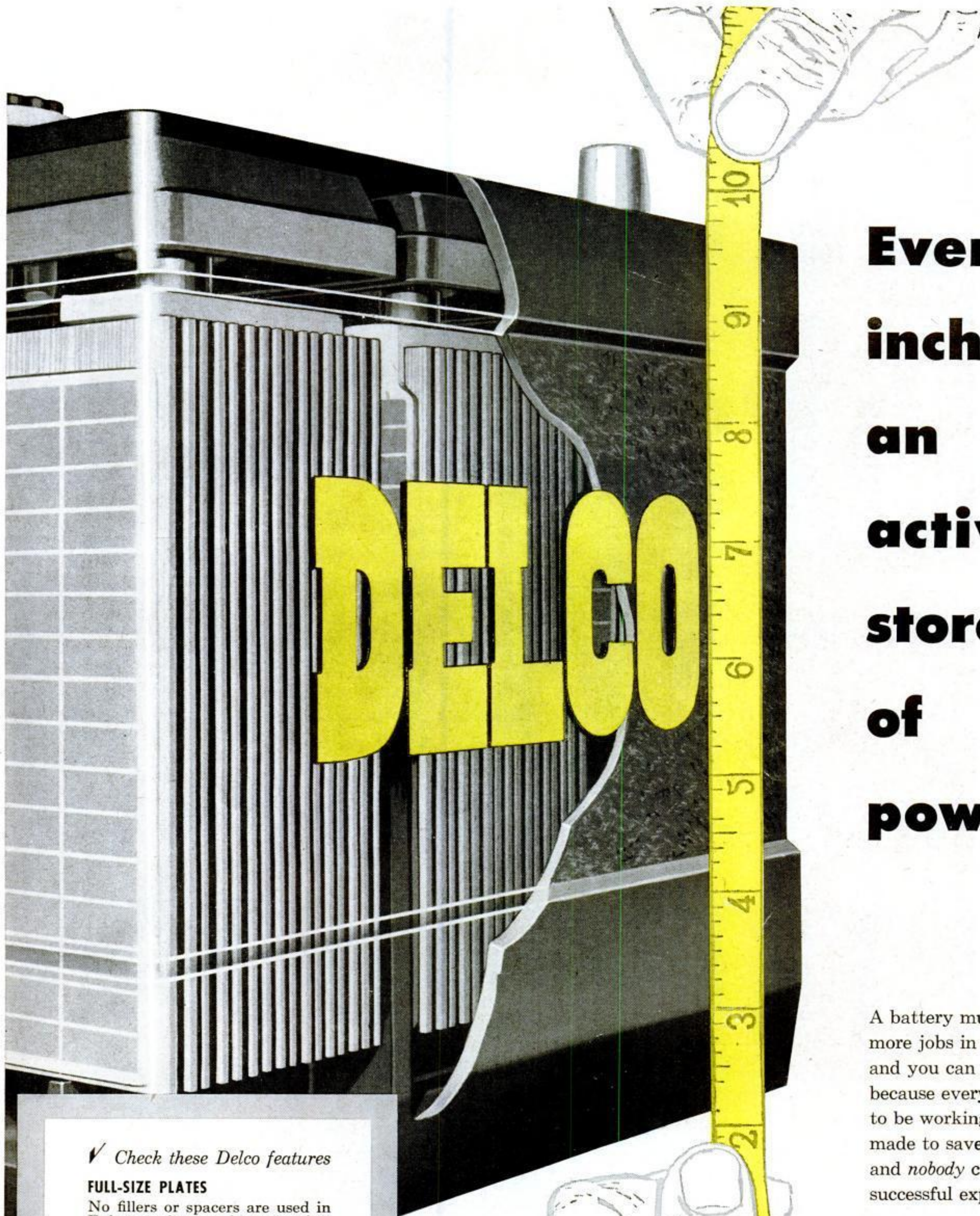
Under this plan, there are several Travelers policies to choose from. Your Travelers agent or broker will be glad to show you which one suits your needs best—depending on your income, the present age of your chil-

dren, and the type of college you may have in mind.

Making sure of the money for college is the very best way you can help give your boy or girl a head start in life. For so many good jobs, nowadays, *are open to college graduates only.*

<p>HELP YOURSELF TO SECURITY THROUGH</p> <p><b>The Travelers</b></p> <p>INSURANCE COMPANY HARTFORD 15, CONNECTICUT</p>  <p>ONE OF THE LEADING LIFE INSURANCE COMPANIES</p>	<p>The Travelers, Hartford 15, Conn.</p> <p>Please send me your booklet, <i>If They Have the Brains</i>, with details of Travelers Educational Life Insurance plans.</p> <p>NAME .....</p> <p>STREET.....</p> <p>CITY.....STATE.....</p> <p>LI-9-20-54</p>
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**Every  
inch  
an  
active  
storehouse  
of  
power!**

✓ *Check these Delco features*

**FULL-SIZE PLATES**

No fillers or spacers are used in Delcos, as in some batteries that look as big. Delco is 100% an active storehouse of real power.

**POWER-FUL CASE**

Specially designed for each Delco model; newly engineered for 50% higher impact strength that withstands road shocks.

**GENEROUS LIQUID RESERVE**

Plates amply covered for 4,000-6,000 miles of normal driving, yet gives none of the false security of excessive reserves.

**EXCLUSIVE "EXPANDER" FORMULA**

This feature of the negative plates means greater cranking power, reduces harmful granulation. Patented! It's only in Delco!

A battery must handle thirty or more jobs in the average car today—and you can depend on a Delco to do it, because every inside inch that ought to be working—*is working!* Delcos are made to save you from battery cares—and *nobody* can surpass Delco for successful experience in doing just that!



*Always replace with a*

**DELCO BATTERY**

*Original equipment on more cars and trucks than any other brand*

A GENERAL MOTORS PRODUCT



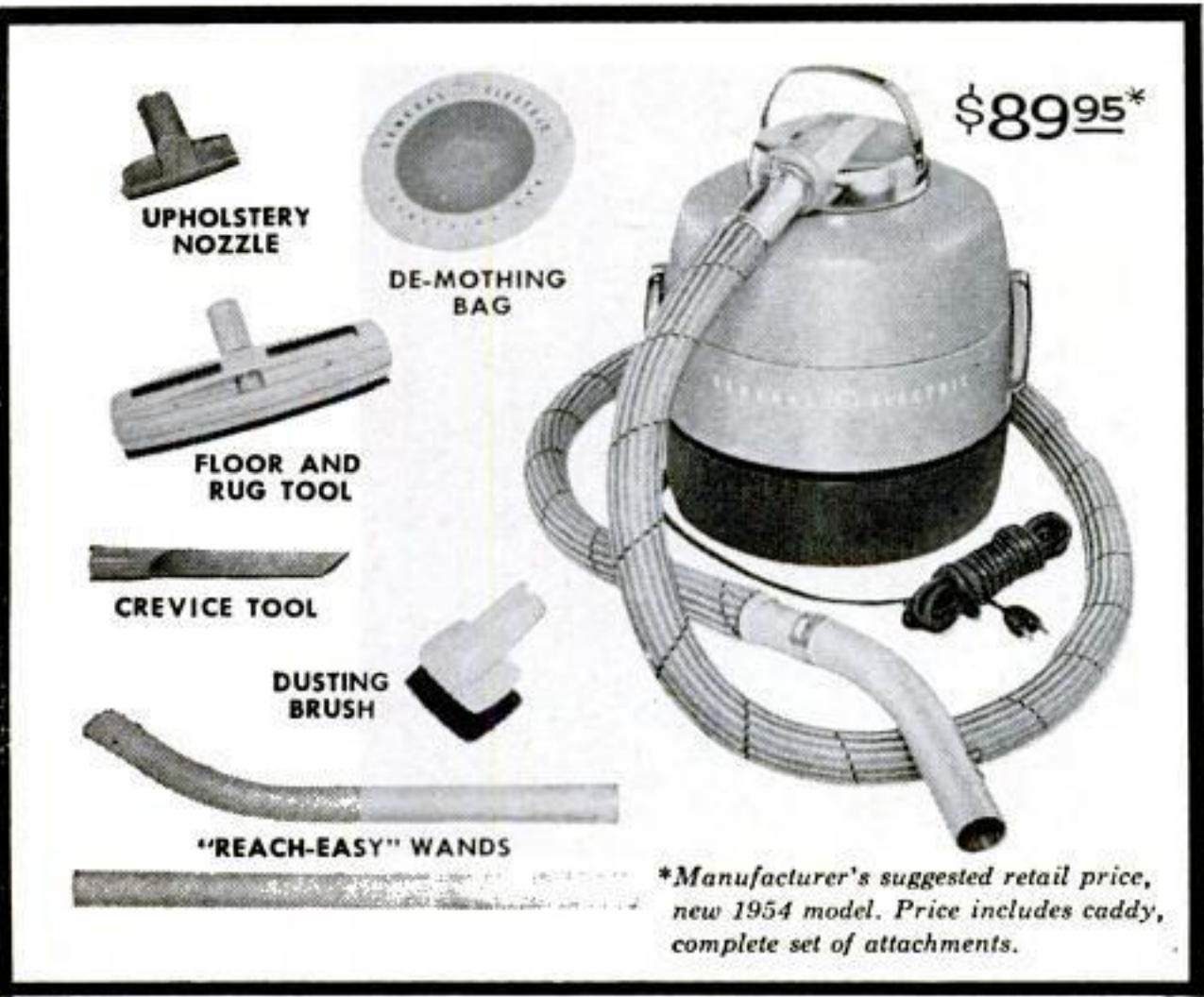
A UNITED MOTORS LINE



YOU CAN WIN-

\$10,000

plus big cash bonuses



New G-E Swivel-top Cleaner offers you famous "Reach-easy" cleaning. Only G-E gives you the new 2-in-1 rug and floor attachment that cleans rugs—flips over—and cleans floors!

Swivel-top Cleaner Contest

Grand prize \$10,000.00 — 155 other big cash prizes!  
Simple to enter — easy to win! Just complete the G-E Swivel-top Cleaner jingle!

Just think of all the wonderful things you could do with \$10,000! You could buy a beautiful new house (or pay off the mortgage on your present home)—put yourself behind the wheel of a fine, 1954 model new car and have plenty of cash left for travel. That \$10,000

would also be a welcome "nest egg" for your retirement years.

And even if you don't win the big grand prize, G.E. has 155 other big cash prizes that could make a lot of your dreams come true. Just look . . .

- 5 Second Prizes . . . . .

\$1,000.00 each
- 50 Third Prizes . . . . .

\$100.00 each
- 100 Fourth Prizes . . . . .

\$10.00 each

All you have to do is complete the G-E Cleaner jingle in this official entry blank.

Be sure to visit your G-E dealer

WIN A BIG CASH BONUS!

To qualify for a big cash bonus see the G-E Swivel-top Cleaner demonstrated by your G-E Cleaner dealer. Because every winner who has seen a demonstration will get extra cash—a lot of it. For instance, if the grand prize winner has seen a demonstration, she'll get \$2,500 extra—for a total of \$12,500!

**WIN ALL YOU CAN.** See your G-E Cleaner dealer today and ask to see a demonstration—then get your entry in right away! General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

Complete Contest Rules

1. Write in your suggestion for the last line of the jingle appearing in the official entry blank, making sure that the last word in your line rhymes with the word "see."
  2. Each entry must be on an official entry blank to be eligible.
  3. There is a bonus with each prize. Be sure to get the bonus by asking your dealer to give you a demonstration of the G-E Swivel-top Cleaner, and have him validate the entry form in the space provided.
  4. It is not necessary to have a demonstration to be eligible for a prize. BUT, to be eligible for one of the big cash bonus awards you must receive a demonstration of a G-E Swivel-top Cleaner at your G-E dealer's.
  5. All members of the family may send in an entry, but only one entry will be accepted from any individual. Also, only one prize will be awarded to a family.
  6. All entries will be judged by the Reuben H. Donnelley Corp. on the basis of originality, aptness, and sincerity. Fancy entries will not count extra. Judges' decisions are final. Duplicate prizes will be offered in case of ties. Entries must be the original

work of contestants, submitted in their own names. All entries become the property of General Electric Company, and will not be returned. Contest is subject to Governmental regulations.

7. Contest is open to anyone living in the United States and its possessions except employees of General Electric Co., its subsidiaries and associated companies, and its advertising agencies and members of the immediate families of such persons. Contest closes at midnight, Monday, November 15th.

8. All winners will be notified by mail. Winners lists will be sent to those who enclose a stamped, self-addressed envelope with their entries. Be sure to fill out the entry blank completely, printing your name and address plainly.

OFFICIAL ENTRY BLANK

G-E Swivel-top Cleaner Jingle Contest  
P. O. Box 980, N. Y. 46, N. Y.

Here is my official entry in the G-E Swivel-top Cleaner Jingle Contest:

This Swivel-top cleaner's for me  
I get "Reach-easy" cleaning, you see.  
Cleaning ceiling to floor  
Isn't hard any more

(PRINT your last line here—rhyme the last word with see)

YOUR NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Now, if you want to qualify for a bonus award, go to your nearest dealer and get a demonstration of the G-E Swivel-top Cleaner. Then have your dealer sign below.

I demonstrated the G-E Swivel-top Cleaner  
and assisted the contestant

DEALER'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

QUALIFY FOR THE BIG CASH BONUS AWARDS. SEE A DEMONSTRATION AT THE CONTEST HEADQUARTERS NEAREST YOU.

CONTEST CLOSSES MIDNIGHT NOV. 15, 1954





## Free first laundering with every new Manhattan Span shirt

AT ANY MEMBER LAUNDRY OF THE AMERICAN INSTITUTE OF LAUNDERING

*Manhattan* backs up SPAN's longer lasting good looks with the most famous guarantee in shirts. FREE! We'll buy you a new shirt if this Manhattan SPAN Collar doesn't outlast the rest of the shirt. To this we've added a new dimension—with your new SPAN shirt you get a certificate entitling you to a free

first laundering at any member laundry of the American Institute of Laundering.\* SPAN is Size-Fixed (your size for keeps), Man-Formed (cut to fit your figure) and Collar Perfect (in a style to suit your face). P. S. She is wearing a Lady Manhattan shirt, \$5.00

\*This offer expires February 15, 1955

© 1954 The Manhattan Shirt Co., 444 Madison Avenue, New York, N. Y.

LOOK FOR  
THIS SEAL



WHICH IDENTIFIES  
MEMBER LAUNDRIES





# Carnation is the Secret of Failure-Proof Gravy



COPR. 1954, CARNATION CO.

Special qualities of Carnation make it blend better than ordinary milk and result in smoother, tastier gravy every time...without fail.

## FAILURE-PROOF GRAVY

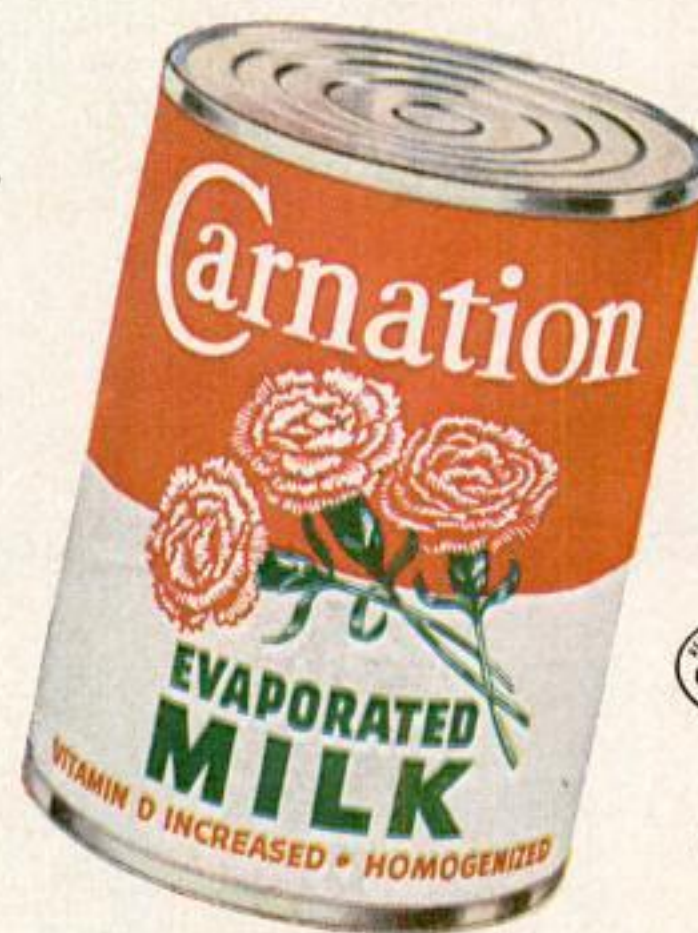


1. Blend  $\frac{1}{4}$  cup seasoned flour with  $\frac{1}{4}$  cup roast meat drippings (pork or ham are delicious), in a heavy skillet over low heat until smooth.



2. Gradually add mixture of  $1\frac{1}{2}$  cups (large can) Carnation and  $1\frac{1}{2}$  cups water. Stir constantly over low heat until gravy is thickened.

For better results at less cost, cook with the milk that whips!



"FROM CONTENTED COWS"

THREE GREAT SHOWS: "Burns & Allen," CBS-TV every week; "Stars over Hollywood," CBS Radio, every Saturday; and "When a Girl Marries," ABC Radio, five days a week.



## The shine that sheds water like a duck's back

Maybe you've seen this demonstration on television.

Yes, here is a wax polish that actually waterproofs leather while it gives it the most gleaming shine you've ever seen outside of a store window.

But it does even more.

Dress Parade Stain Boot Polish carries wax deep into the leather to help preserve it and keep it soft and

supple. It carries a penetrating stain, too, that makes your shoes fairly glow with color.

Here's a shine that really gives shoes a custom-made look. They take on a glow that will look as though they were hand rubbed by a bootmaker for days and days.

Have you tried Dress Parade? Honestly, you ought to!



This is the exclusive "finger clean" applicator that comes inside each Dress Parade can.



Six colors: Black, Brown, Cordovan, Ox Blood, Tan, and Neutral . . . also comes in Liquid form

# NEW

# DRESS PARADE

## STAIN BOOT POLISH



LETTERS TO THE EDITORS



GOAT MAN CHESS MCCARTNEY ON SOUTH CAROLINA HIGHWAY

FANTASTIC REALITIES

Sirs:

In your editorial "Fantastic Summer Realities" (LIFE, Aug. 30) you tell of North Carolina's Goat Man and his effect on highway traffic. Here is a shot (above) I took of the strange fellow and his unusual traveling companions. At the time he had traffic tied up as usual but those affected, rather than showing annoyance, seemed to express a sort of admiration for such independence.

ARTHUR STROH

Yonkers, N.Y.

Sirs:

When my daughter and I were returning from Florida in July we caught up with the Goat Man about 50 miles this side of Allendale, S.C. Huge trucks and buses were slowed to a walk! We asked him where he was going and he told us, "New York City for a vacation." Has he arrived in New York or has he been persuaded to give up?

MARIE S. DOBSON

Rahway, N.J.

● Goat Man Chess McCartney, who has made the trip to New York several times preaching and selling postcard pictures of himself en route, is at Rocky Mount, N.C. At his present rate he may reach New York by February.—ED.

CHRISTIAN UNITY

Sirs:

Thank you so much for the coverage given to the World Council of Churches meeting in Evanston ("Hard Work for Christian Unity," LIFE,

Aug. 30). This great adventure in Christian unity deserves the attention of all of us.

MRS. THOMAS M. PERKINS

Portland, Ore.

Sirs:

... Instead of "Christ the Hope of the World" the slogan should be "Man, the Hope of the World." When man is brought to realize his vast potentialities, when he realizes that he is on his own, then, released from the drag of the centuries, in reverence and humility he will scale the heights of his destiny.

ARTHUR B. HEWSON

Chicago, Ill.

Sirs:

The only way they can have the unity they seek is to return to the Faith of our Fathers from which they separated, to the Catholic Church, that is—the One, Holy, Catholic and Apostolic Church.

GORDON LEWIS

Charleston, S.C.

Sirs:

If those so-called "distinguished clergymen" would spend more time praying for peace instead of debating "eschatology" maybe this old world would get somewhere. ...

K. ANN CLARK

New Washington, Ohio

QUIET BOYS AND HORROR

Sirs:

You say that the answer to the case of the four thrill killers ("Quiet Boys ... and Horror," LIFE, Aug. 30) awaits further study. It is my firm belief that the answer lies in the same issue of your magazine. Here in "Jack of All Trades," "a grisly murder" and "a rousing slugfest," the very things that these boys have done, are passed off as good entertainment. If these boys had not seen sadism thrust at them, they might not have done such terrible deeds.

BERNARD GREENBERG

Forest Hills, N.Y.

● Criminologists do not believe that crime reporting causes crime. LIFE does not overemphasize crime but reports it (and movies and TV stories about crime) as part of the world scene. And although violence is dramatized in *Dragnet*, it is not crime but the foes of crime that win out.—ED.

Sirs:

I cannot conceive of any reason why you found it necessary to say

CONTINUED ON NEXT PAGE

This Year!

Thousands Are Accepting Startling  
NEW FREE BOOKLET OFFER,

Revealing how 33,432 pictures make  
Encyclopaedia reference as fascinating  
as the latest picture magazine.

The New 24-volume edition is called the  
Greatest Treasure a Family Can Possess!



Outlining Sensational  
ENCYCLOPAEDIA BRITANNICA  
Book a Month  
PAYMENT PLAN

The new edition of Britannica is the greatest treasure of knowledge ever published, the work of 4,479 of the world's best minds. It is the final authority on factual knowledge, and a constant inspiration that will continuously enrich the lives of yourself and your family.

See the new pictorial method portrayed in the free preview booklet. Mail the coupon today! We are sure you'll be glad to help spread the news by showing your copy to one other family. Fill in and mail the coupon now!

So fascinating, so different, so unlike the average person's idea of an

encyclopaedia ... Yes, this new Britannica depends vastly on pictures—33,432 of them, over 1,300 pictures average *per volume*.

That is why we are now prepared to send valuable 32-page preview booklets, containing beautiful, large-size, full-color pictures, to a number of people.

These booklets are sent free and without any obligation except that, because of the high cost of printing, we ask you to show the booklet to one other family, friends or neighbors. That is all you have to do to acquire free this gorgeous and valuable booklet.

EXTRA! **FREE!** beautiful book sent  
if you agree to show it  
to a  
neighbor



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"We pay twice the Money?  
Don't be Funny!"



## Nothing Out-Wears--Out-Shines-- Out-Glammers **CUTEX**

**Proven Conclusively by U. S. Testing Co.\*: Even High Priced 60¢ Nail Polishes Don't Out-Wear Chip-pruf Cutex!**

**NO DOUBT ABOUT IT!** Regardless of price, you can't beat Cutex with its sensational new Chip-pruf formula for longer wear. Actual case-history tests by this impartial laboratory prove that even expensive 60¢ nail polishes don't out-perform Chip-pruf Cutex for lasting wear!

**THE REASON—ENAMELON!** Only Cutex, world's largest selling nail polish, contains this miracle, Chip-pruf ingredient that prevents peeling—keeps fingertips glowing with a chip-resistant lustre that stays perfect from manicure to manicure!

**WHY PAY MORE?** Cutex gives you longer wear—prettier colors—plus the safe Spillpruf feature, not available in the 2 tested polishes!



Pearl  
Cutex, 39¢

Chip-pruf Cutex, 25¢  
Prices plus tax

**TRY CUTEX "DOUBLE ACTION" CREAM POLISH REMOVER, 39¢**

\*U. S. Testing Co. Report No. 66174—11/18/53

## LETTERS TO THE EDITORS CONTINUED

that the boys were sons of "Jewish couples." The fact that they were Jewish is of no consequence.

HENRY MARTINSEN

New York, N.Y.

● LIFE said that the boys were "bright . . . sons of apparently happy Jewish couples" in order to make clear that the boys' inexplicable crimes could not be blamed on unhappy homes or lack of religious training.—ED.

**ANNA MARIA**

Sirs:

Your Aug. 30 cover has one of the most beautiful young ladies ("Anna Maria, Happy in the Rain," LIFE, Aug. 30) that I have ever seen. She looks not only fresh, sweet and poised but like a "Miss America."

MARGERY THURSTON

Oklahoma City, Okla.

● After the Senate passed a bill granting the Alberghettis residence in the U.S., the House, in a hurry to get home, failed to act on it. But the State Department has extended the family's visas to Feb. 17 which will give Congress time to take up the bill again.—ED.

**20TH CENTURY BAZAAR**

Sirs:

Many thanks for the lovely color pictures of Northland in Detroit ("20th Century Bazaar," LIFE, Aug. 30). May I say, however, that I think LIFE missed the boat in not including a picture of the work of art that may not be the most beautiful but is certainly the most talked about: the cat that swallowed the canary (below).

MRS. EMMETT DAVIS

Santa Fe, N. Mex.



CAT WITH SWALLOWED CANARY

**103 DOESN'T BEAT 102**

Sirs:

I was glad to see your story "103 Doesn't Beat 102" (LIFE, Aug. 30) on the National Water Ski Championships. But you didn't mention that the winners of the four major events, Willa McGuire, the women's champion; Butch Rosenberg, the men's champion; Charley Emery, the junior boys' champion; and Connie Der, the junior girls' champion, are all from Florida and train in Cypress Gardens all year round.

RICHARD D. POPE

Winter Haven, Fla.

Sirs:

You showed a picture of a Winnie Wolford who was chosen ski queen because of her beauty. How about

showing us the front view of this beauty?

BOB EINSTEIN

Babylon, N.Y.



ANOTHER VIEW OF SKI QUEEN

**RED SPECTER IN ITALY**

Sirs:

Mr. Emmet Hughes's article on Italy ("The Red Specter That Haunts Italy," LIFE, Aug. 30) is one of the most penetrating surveys of Italian political and economic conditions I have read.

Early in 1923, in one of the first articles ever written on fascism for an American encyclopedia, I prophesied that fascism was not an overnight adventure. Today I do not hesitate to assert that Communism has not a chance of survival in Italy if we follow Mr. Hughes's wise suggestions.

GIOVANNI SCHIAVO

New York, N.Y.

**HORNED STEED**

Sirs:

Your picture of the saddled cow Peaches ("Horned Steed," LIFE, Aug. 30) brings back fond memories. Nine years ago I had a cow steed, but I hitched her to a sulky. I rode and drove her till she freshened and then there wasn't a better grade milk cow.

BONNIE COOPER

Jonesville, Mich.

● Peaches, who has just dropped her third calf, is giving milk again and has been temporarily excused from duties as a saddle horse.—ED.

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Instead of trying to fight trouble-making deposits with so-called “miracle-additives”—*inside your engine*—Gulf believes in preventing them from forming in the first place. That's why Gulf, in making new Super-Refined NO-NOX, refines *out* the carbon-forming, “dirty-burning tail-

end”—more than a cupful in every gallon. Gulf's investment of 60 million dollars in super-refining facilities makes this achievement possible. Just look at the plates the Gulf scientist is holding in the untouched photo above, and see what a difference Gulf super refining makes!



# different gasoline!

Starting with your first tankful . . . this new super-fuel will give you these *immediate* and *lasting* benefits:

- ▶ **More complete** engine protection than the so-called "miracle-additive" gasolines. Why? Because Gulf refines *out* the "dirty-burning tail-end" of gasoline (the No. 1 troublemaker in high-compression engines)—and then treats this new NO-NOX to give it a *complete range of protective properties*. It protects *every* part it touches against harmful deposits—carbon, rust, gum.
- ▶ **Extra gas mileage.** Why? Because new NO-NOX is *specially blended* for the kind of driving the average motorist does most: short-trip, stop-and-go driving.
- ▶ **No knock, no pre-ignition**—even in today's *super-compression* engines. Why? Because the anti-knock power of new Gulf NO-NOX has been stepped up to an all-time high.
- ▶ **Stall-proof smoothness**—no more worries about carburetor icing in chilly weather, or vapor lock on warm days. *Instant starts*, too—and fast, fuel-saving warm-up.

That's why new Super-Refined Gulf NO-NOX gives your engine more power-with-protection than you've ever known!



See for yourself: Conventional gasoline (left) contains a "dirty-burning tail-end"—more than a cupful in every gallon. Gulf takes *out* this dirty-burning part (center) to give you new, Super-Refined Gulf NO-NOX Gasoline (right).



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# New Gulf No-Nox

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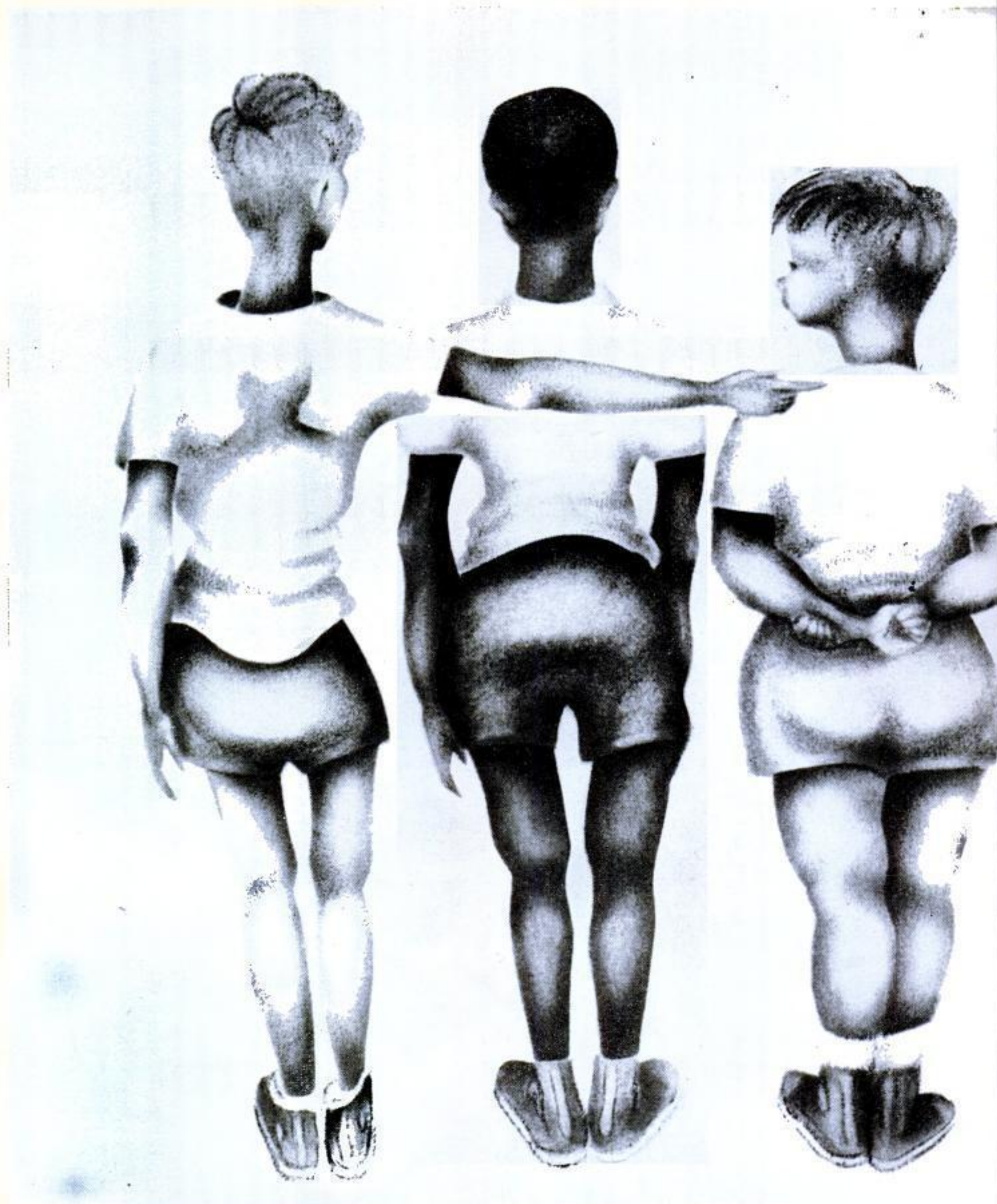


MARGERY BROWN

# SPEAKING OF PICTURES

**Schoolma'am pokes gentle fun  
at scenes every teacher knows**

Like every teacher who has been around a schoolhouse more than a single semester, Mrs. Margery Brown has discovered common denominators in classrooms everywhere. Whether in Georgia, where she first taught, or at the Dayton Street School in Newark, N. J., where she has been teaching art since 1950, it is much the same: the same gymnasium high jinks (*right*), the same bewildered parental reactions (*below*) and the same classroom exasperations (*top, opposite page*). Now starting another year, Mrs. Brown has put into these drawings her impressions of her favorite and most frustrating situations. Pupils who have seen her drawings are amused but reveal a curious blind spot. "That's Billy and that's Jane," they remark, instantly recognizing everybody in the scenes but themselves.



BOYS' GYM: "EYES FRONT, EVERYONE,"

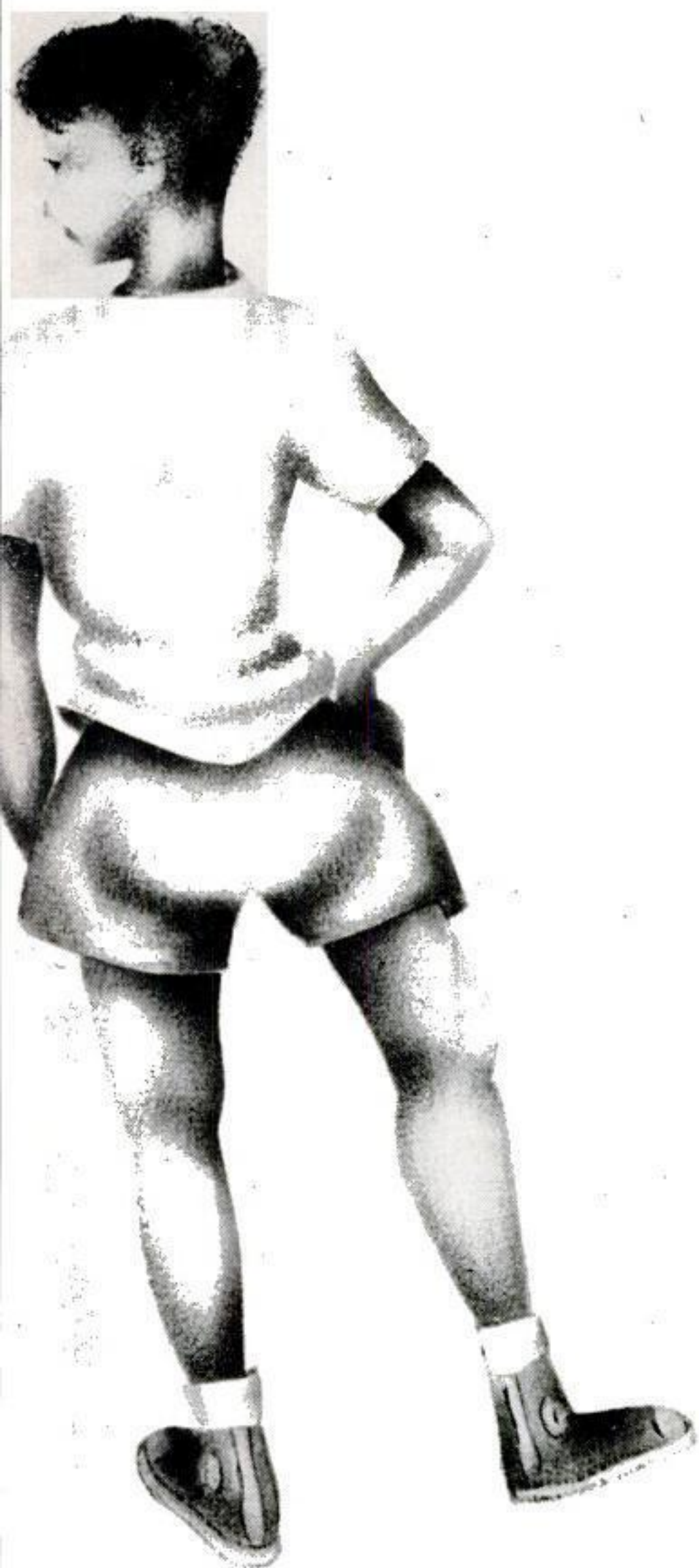


"I JUST CAN'T UNDERSTAND IT—  
HE'S SUCH A GOOD BOY AT HOME"

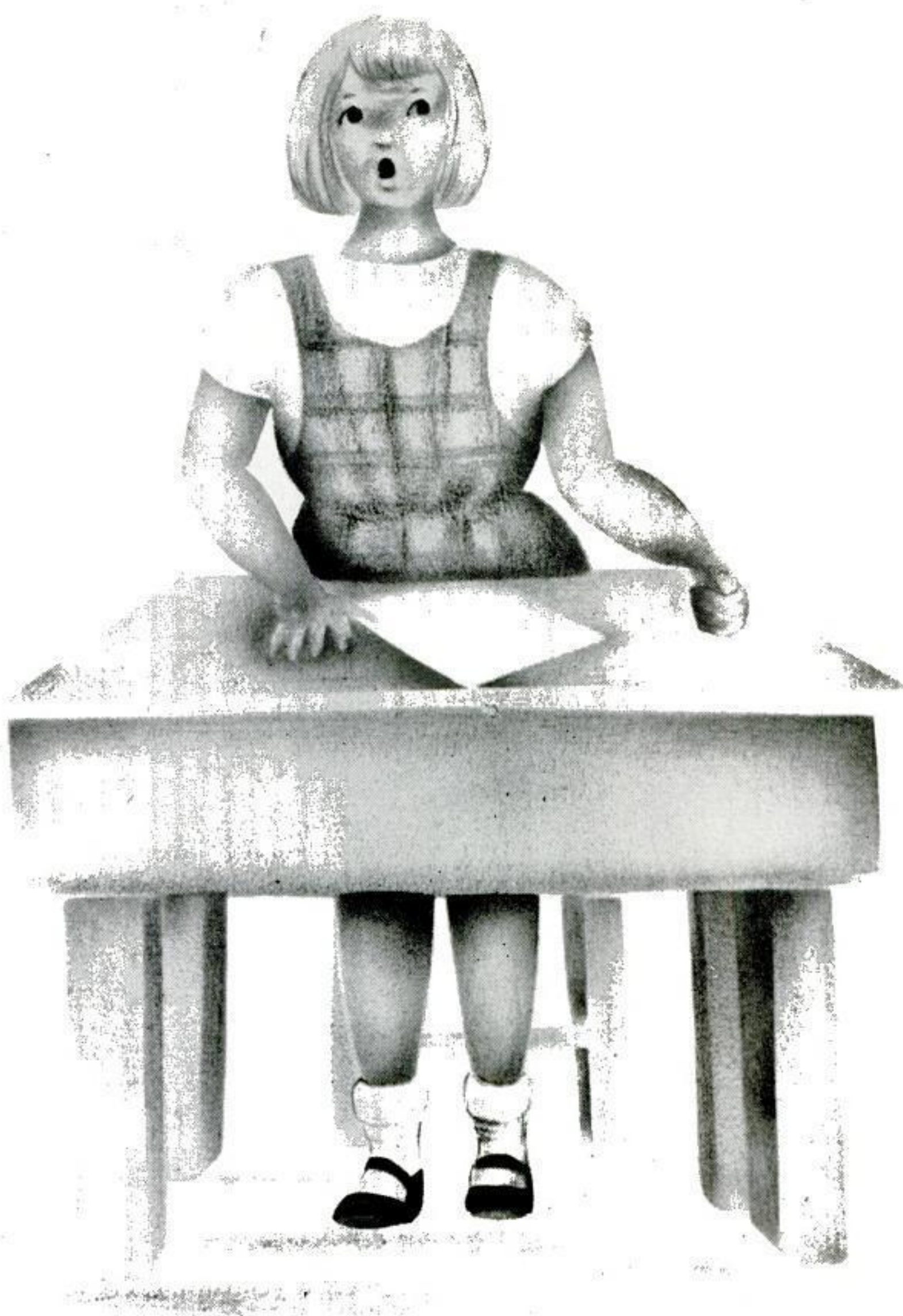


FIFTH GRADE . . .





AND PAY ATTENTION"



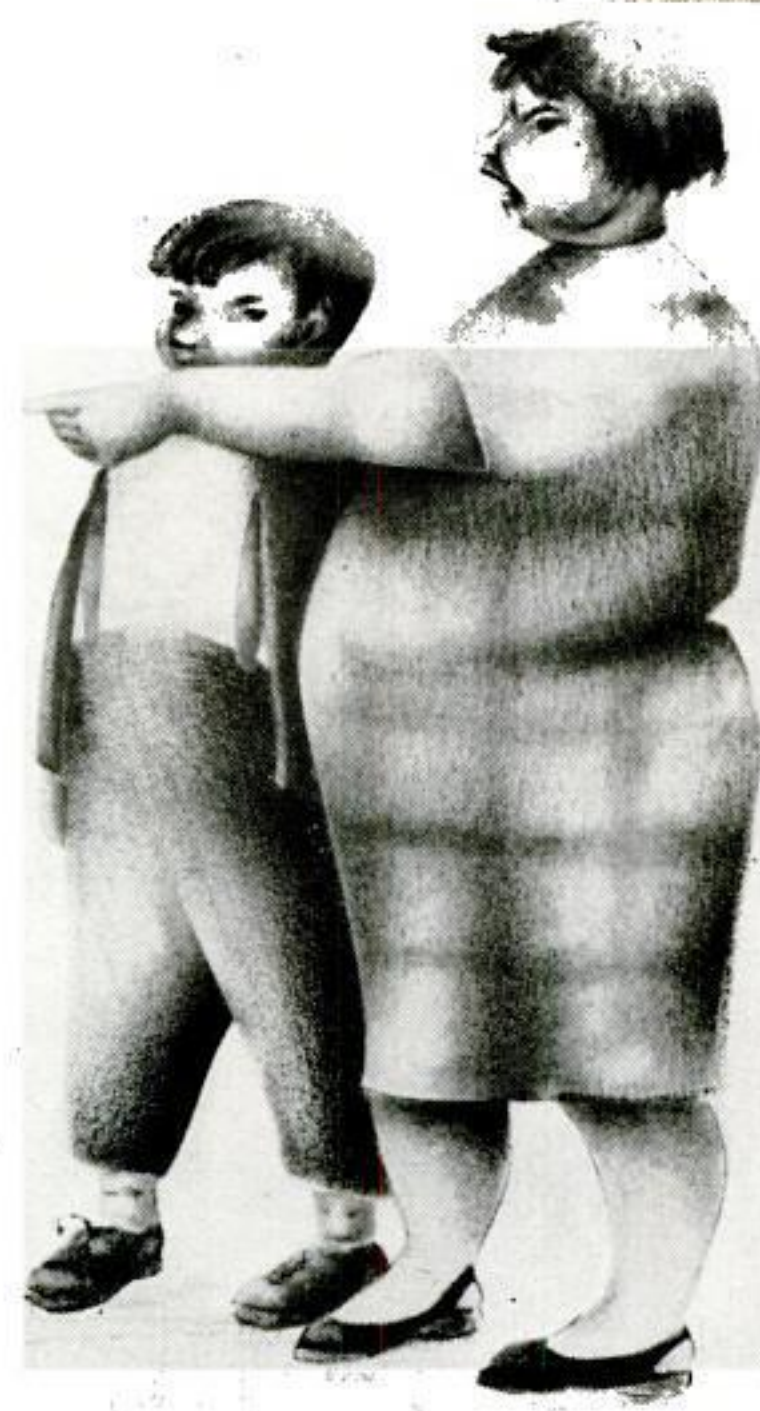
"TEACHER, WHAT DID YOU JUST TELL US TO DO?"



... EIGHTH GRADE



Margery W. Brown



"THAT'S THE ONE,  
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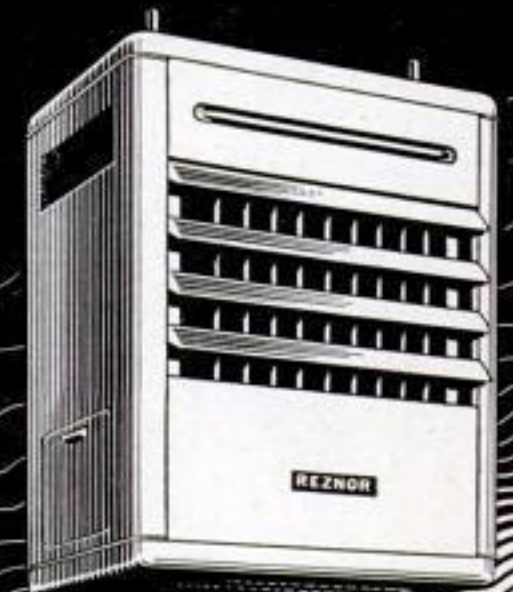
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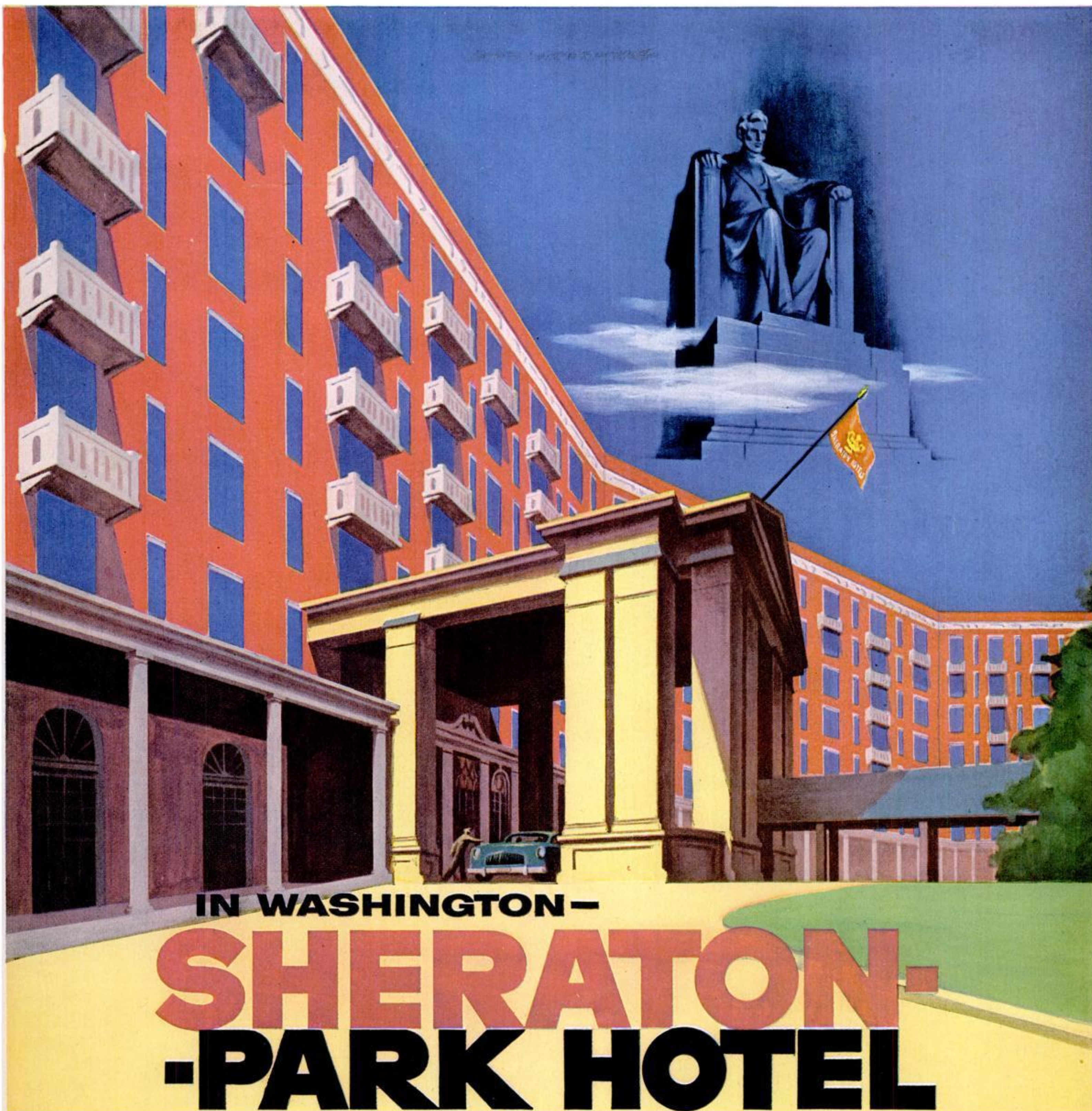
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A SEXY ITALIAN MOVIE QUEEN, A DELIGHTED MOTHER-TO-BE, AND A REAL GREEK QUEEN

# AULD ACQUAINTANCE BROUGHT BACK TO MIND

Encountering an old, familiar face is one of the real pleasures of living. At LIFE we always welcome the chance to add a fresh sequel to an earlier story. We first met Andy Lopata of Aliquippa, Pa. in 1937 and showed his life as a steelworker. Looking him up again in 1946, we were pleased to find that both his pay and his family had nearly tripled. Romy Hammes was an eager young Ford dealer demonstrating salesmanship for us in 1938. When we saw him eight years later he was one of Kankakee's wealthiest, busiest citizens. We understand both men are still doing fine. We haven't heard lately from another friend, Mrs. Grace Chadwick, whose pictures you may remember of her husband and daughter, taken in the same setting on the same occasion each year for 19 years.

This week's issue is particularly rich in fine, familiar faces. Italian Actress Gina Lollobrigida, who made an exciting LIFE cover in 1951 (*top, left*), is back again in a movie predicament.

Another lovely cover subject, Queen Frederika of Greece, who appeared in November of last year (*top, right*), turns up with a new idea for promoting tourism (*pp. 151-160*). The faces of such diverse localities as Egypt (*pp. 23-29*) and Iwo Jima (*pp. 128-133*) show up again too, and under vastly different circumstances.

This week's Sequel is one we know couldn't miss. A few months ago we showed some expectant mothers taking part in a new test for determining the sex of unborn children. Last week we called on the mothers and their since-born babies, and found out how accurate the predictions were (*pp. 135, 136*).

One face we never wanted to see again was Hurricane Carol's. Carol is not back, but a sister, Hurricane Edna, came instead to bother the East Coast. Carol was ugly enough to be pretty unusual, but Edna wasn't, so we were happy to go to press with no representative in the harpy department.

## CONTENTS

### COVER

A DEADLY BUSHMASTER, A SUN BITTERN, MORPHO BUTTERFLY AND A PASSION FLOWER IN MOIST OPULENCE OF THE RAIN FOREST (SEE PP. 76-106)

### THE WEEK'S EVENTS

A GREAT EVENT REPEATS ITSELF IN EGYPT ..... 23  
PHOTOGRAPHED FOR LIFE BY ERNST HAAS  
COUNTRY GENTLEMEN... AND NEW YORK POLITICAL SLICKERS ..... 30  
VIOLENCE AND AMITY IN THE ORIENT ..... 34  
IN 12 TERRIBLE SECONDS, ALGERIAN EARTHQUAKE KILLS 1,000 ..... 41  
LIFE ON THE NEWSFRONTS OF THE WORLD ..... 43

### EDITORIALS

A TREATY'S MEANING FOR ASIA  
A GOVERNOR'S MEANING TO DEMOCRACY

### PICTORIAL ESSAY

THE WORLD WE LIVE IN: PART XI:  
THE RAIN FOREST, text by LINCOLN BARNETT, photographs by  
ALFRED EISENSTAEDT, illustrations by RUDOLPH F. ZALLINGER... 76

### ARTICLE

WITH LABORITES IN LOTUS LAND, by RENE MacCOLL ..... 47

### EDUCATION

HOUSING PROJECTS BECOME CLASSROOMS ..... 63

### MEDICINE

SOUND-WAVE PORTRAIT IN THE FLESH ..... 71

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### SPORTS

WATCH FOR THE OPTION PLAY ..... 111  
HOME RUN AND TENNIS CHAMPS ..... 145

### FASHION

NONSENSE FOR NIGHTTIME WEAR ..... 119

### MOVIES

LOLLOBRIGIDA IN THE JUG ..... 125

### ART

TWO JIMA TRIBUTE IN TRANSIT ..... 128

### SCIENCE

A WAND WAVE, A NEW ERA OF ATOMIC POWER ..... 141

### TELEVISION

MAN'S TALLEST STRUCTURE ..... 163

### THEATER

FLORENCE HENDERSON'S REUNION BEFORE RENOWN ..... 169

### OTHER DEPARTMENTS

LETTERS TO THE EDITORS ..... 11  
SPEAKING OF PICTURES: SCHOOLMA'AM POKES GENTLE  
FUN AT FAMILIAR SCENES ..... 16  
SEQUEL: SEX TEST SCORE ..... 135  
LIFE'S PARTY: ROYALTY TAKES A HOLIDAY ..... 151  
MISCELLANY: A FOXY GANDER AT A TRUSTING GOOSE ..... 176

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78—DAVID BERGAMINI  
79—ALFRED EISENSTAEDT  
80 THROUGH 85—ILLUSTRATIONS BY RUDOLPH F. ZALLINGER  
86 THROUGH 89—ALFRED EISENSTAEDT  
90, 91—ILLUSTRATION BY RUDOLPH F. ZALLINGER  
92, 93—ALFRED EISENSTAEDT

94, 95—ILLUSTRATION BY RUDOLPH F. ZALLINGER  
96 THROUGH 99—ALFRED EISENSTAEDT  
101—MAP BY TONY SODARO  
105—RUDOLPH F. ZALLINGER  
106—ALFRED EISENSTAEDT  
111, 112, 114—JOHN DOMINIS  
119, 120, 122—FRANCESCO SCAVULLO  
125—G. B. POLETTI  
128, 129—LT. MORRIS WARMAN FOR NEW YORK HERALD  
TRIBUNE—WALLACE KIRKLAND; GREY VILLET (2)  
130—PAUL SCHMICK FOR WASHINGTON EVENING STAR  
—GREY VILLET  
133—WASHINGTON EVENING STAR—DRAWING BY ELMER  
SMITH AND ROBERT TAMURA—WALLACE KIRKLAND  
135—WALLACE KIRKLAND—ARTHUR SHAY

136—A. Y. OWEN EXC. T. ARTHUR SHAY  
141—DRAWING BY ADOLPH E. BROTMAN—WALTER SAND-  
ERS  
142—YALE JOEL EXC. CEN. WALTER SANDERS  
145—KEN COBEAN—GORDON PARKS  
146—GORDON PARKS—MAX PETER HAAS  
151—JOHN PHILLIPS  
152, 153—JOHN PHILLIPS EXC. CEN. BOT.  
154—JEAN-PIERRE PEDRAZZINI FROM PARIS-MATCH—  
JOHN PHILLIPS  
156, 159—JOHN PHILLIPS  
160—JEAN-PIERRE PEDRAZZINI FROM PARIS-MATCH  
163 THROUGH 166—GORDON TENNEY FROM B.S.  
169 THROUGH 174—ESTHER BUBLEY  
176—HENRY BRUEGGEMANN FROM A.P.

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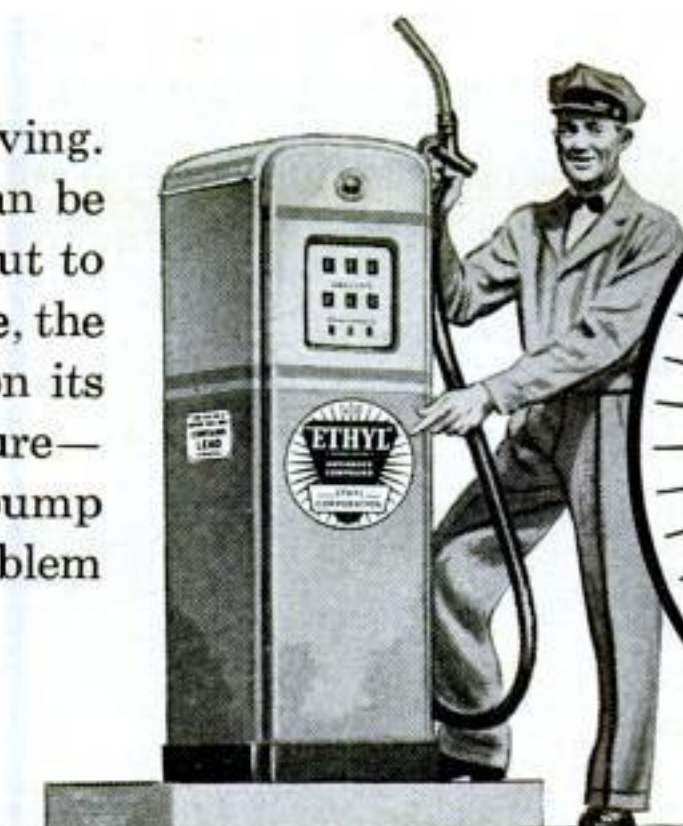


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"ETHYL" gasoline!*





ON THE LADDERS OF A 4,500-YEAR-OLD QUARRY, AN ANCIENT EGYPTIAN AND A YOUNGER ONE, EXTRAS IN FILM ABOUT THE PHARAOHS, REST BETWEEN SCENES

# A GREAT EVENT REPEATS ITSELF

PHOTOGRAPHED FOR LIFE BY ERNST HAAS

On Egypt's ancient desert, in spectacular fashion, history has been repeating itself. Near the Pyramid of Khufu, known also as Cheops, where archaeologists had accidentally unearthed new findings from the age of the pharaohs, a crew of Americans were deliberately recreating that great era.

The discovery of a solar boat (LIFE, June 14) had stimulated a growing revival of interest in Egyptology, which had set U.S. moviemakers

off on a spree of Egyptian epics. To make the latest of these, *Land of the Pharaohs*, Howard Hawks excavated half-forgotten tombs and re-peopled the desert with toiling hordes on a scale rivaling that of the great event itself.

The new film tells of the monarch who took 20 years and 100,000 of his subjects to build his tomb, and for it Hawks hired a cast of comparative unknowns. But his biggest star was Egypt herself, and she was as temperamental

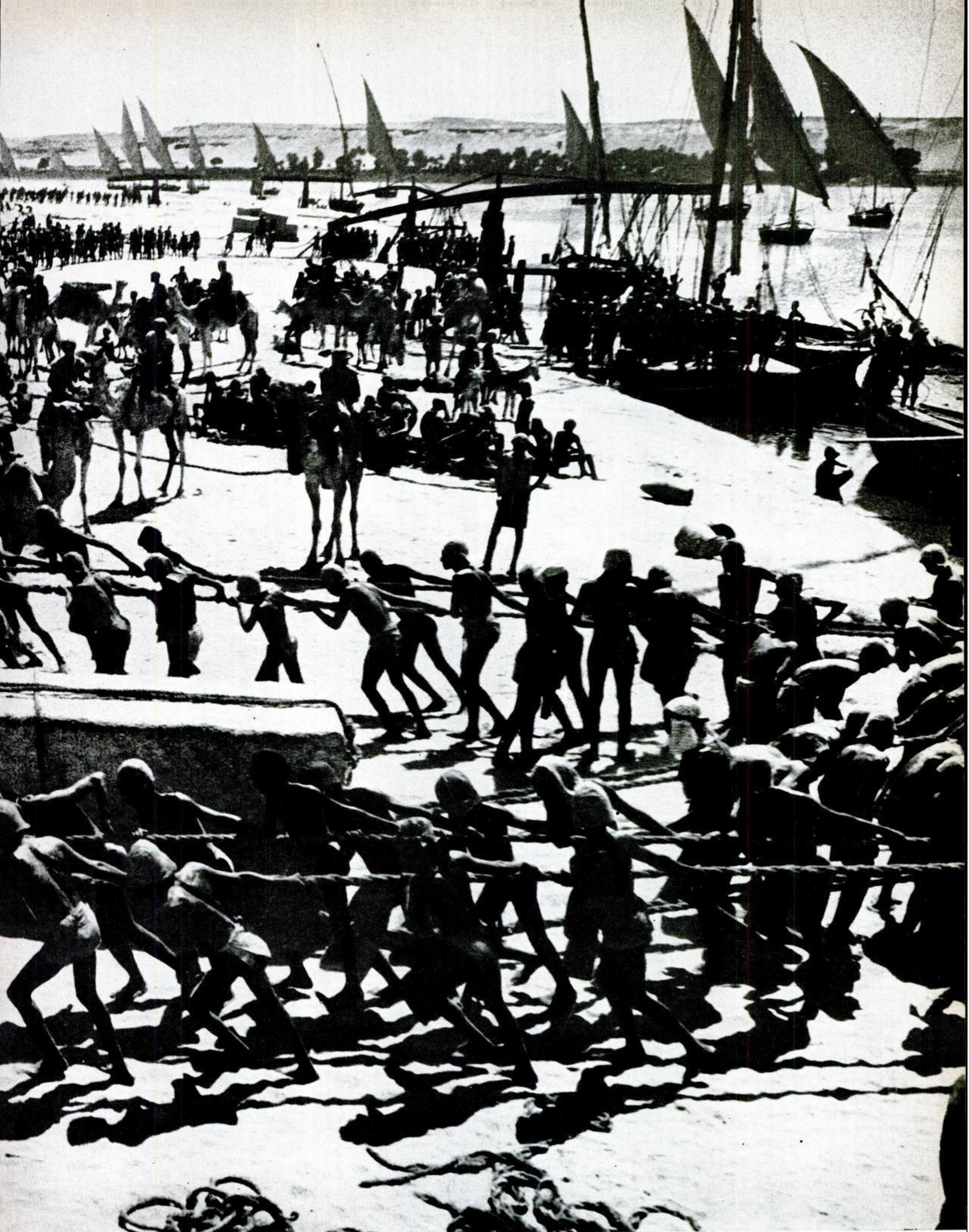
as any Hollywood prima donna. Blistering heat, sandstorms and finally the holy Islamic month of Ramadan, when most of the 4,000 extras refused to touch food or drink from sunup to evening, combined to bring to the make-believe of moviemaking something of the heartbreak of the real thing. The pictures here show how the men from Hollywood finished the job and how, in doing it, brought to life the colossal pageantry and ruthlessness of a long-dead past.





NEAR ASWAN STONE QUARRY, 580 MILES FROM CAIRO, WHERE SOME GRANITE USED IN KHUFU'S PYRAMID WAS CUT, MOVIE RECREATES AN ANCIENT SCENE.

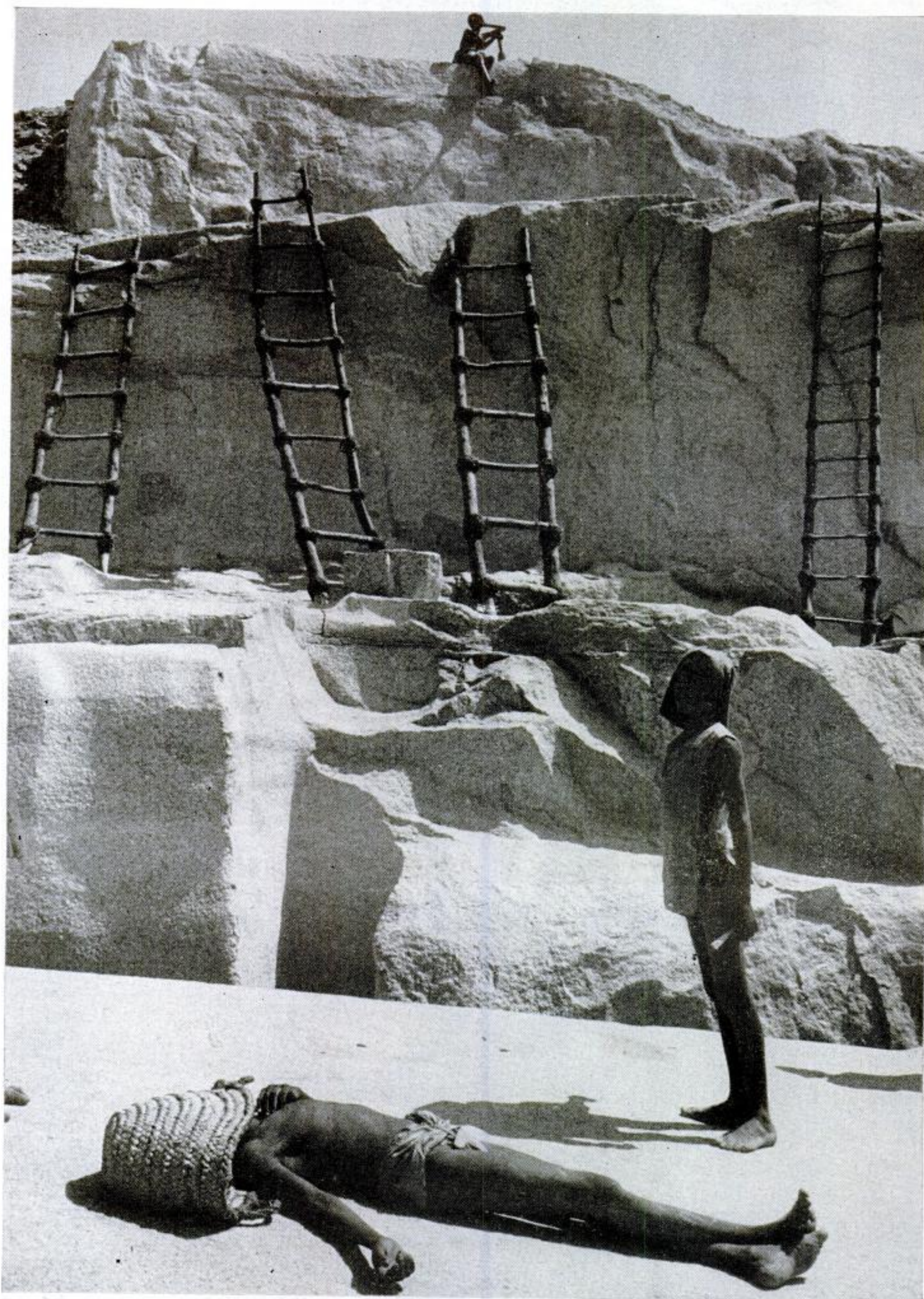




NATIVE EXTRAS, SINGING AS THEY WORK IN THE WHITE, EXHAUSTING DESERT HEAT, HAUL PROP SLABS OF STONE ON WINCHES TO BOATS WAITING ON NILE



## DIFFICULTY OF JOB WAS INCREASED BY FIERCE HEAT AND A HOLY FAST



**EXHAUSTED EGYPTIAN** uses a basket to ward off sun. This was during the fast of Ramadan when faithful Moslems went all day without food or drink.

**STINGING SANDSTORM** halts shooting as extras huddle on exposed desert location near Sakka-ra. Camera is under umbrella (*center, background*).







**SUN-STRUCK EXTRA**, weak from fasting and thirst, lies unconscious in 120° heat. When camels dropped dead Hawks finally called off shooting.



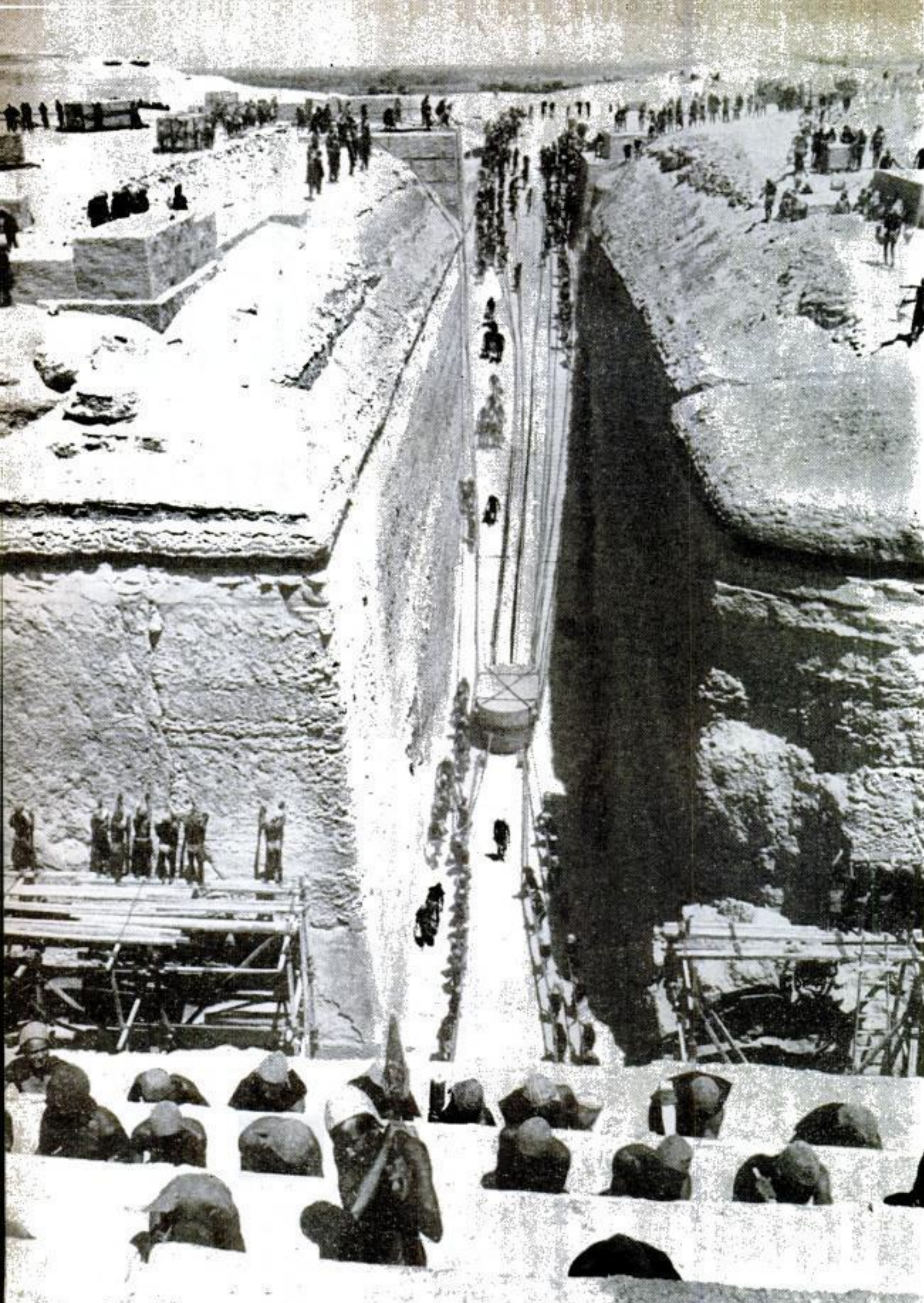
**COSTUMED VOLUNTEERS** carry fallen comrade. Because of doctor shortage, members of *Pharaohs* company had to pitch in as first-aid orderlies.



**AN OFFER OF WATER** by sympathetic Christian is refused by a collapsed but staunch Moslem. Fortunately, main scenes were shot before Ramadan.

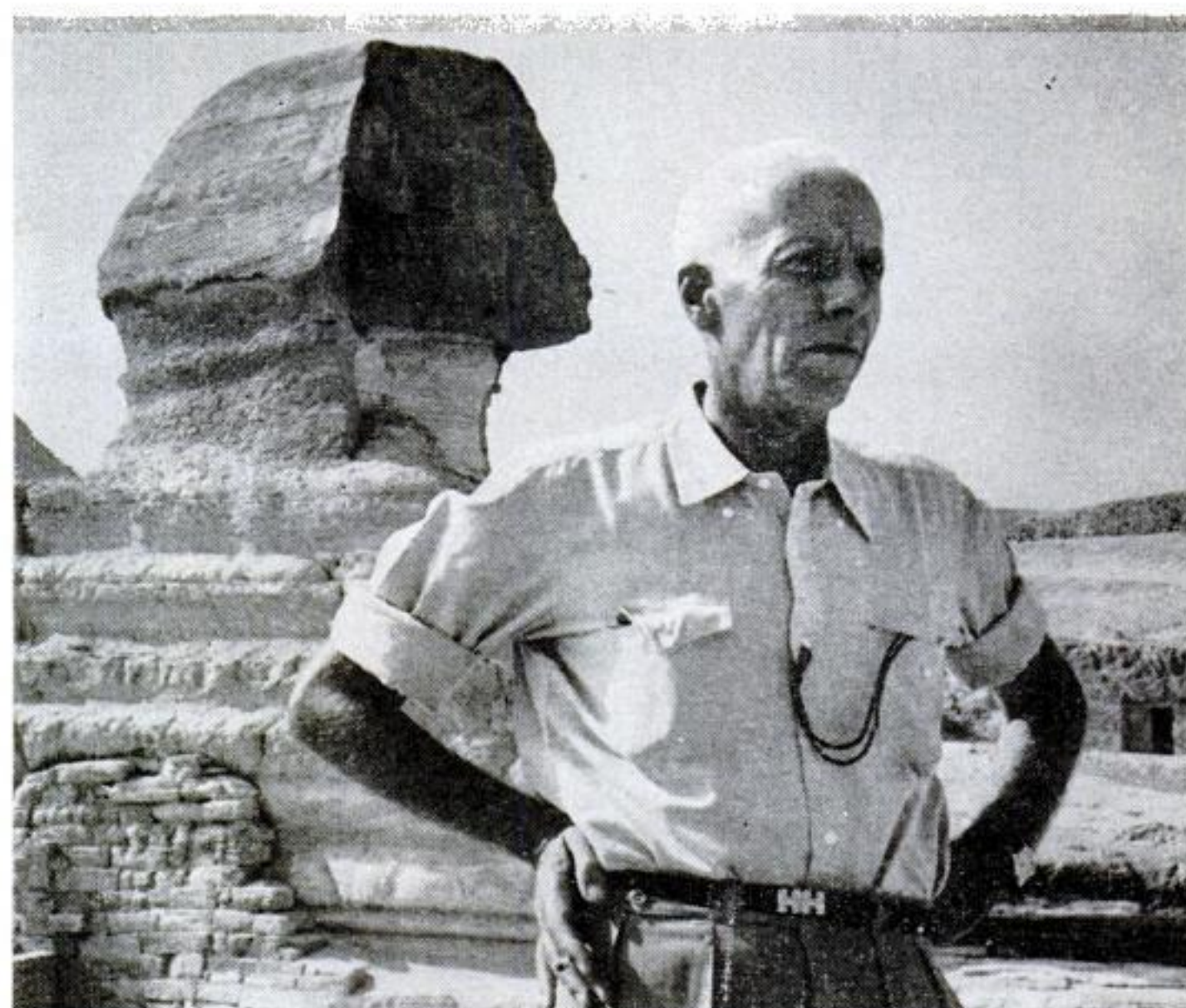
← **PROSTRATE PERFORMERS** lie in heap in hospital tent on sands outside Cairo. Miraculously, out of dozens who collapsed, there were no fatalities.





**A SPECIALLY EXCAVATED PYRAMID**, partially worked by archaeologists, was further dug out by Hawks's crew for the movie. It may have been built by a son of Khufu. Here a replica of a pharaoh's coffin is pulled through passageway.

## Land of the Pharaohs CONTINUED



**GRIZZLED DIRECTOR HAWKS** TAKES UP STAND BEFORE THE GREAT SPHINX

## HAWKS-EYE VIEW OF PRODUCTION

Although *Land of the Pharaohs*, which he was producing for Warner Bros., was the toughest location assignment that Howard Hawks had ever handed himself, the 58-year-old veteran of other big spectacles (*Red River*, *The Big Sky*) took it in his stride. Embarked on a job which was reminiscent of the old, prespecialization days in Hollywood when everyone had to be a Jack-of-all-trades, Hawks directed scenes with as many as 9,270 extras and supervised excavations (*left*), undertaken by permission of the Cairo government. He also enlisted the Egyptian army (which played Pharaoh's army) and a staff of archaeological experts. As for the Egyptian "pyramid builders," they seemed delighted to play a part, however small, in the re-creation of their own great past. When, at the end, it became apparent that some of their number might perish from the heat and fasting, Moviemaker Hawks, his exterior shots almost finished, called it quits and headed for Rome to shoot the rest of his film in a studio.



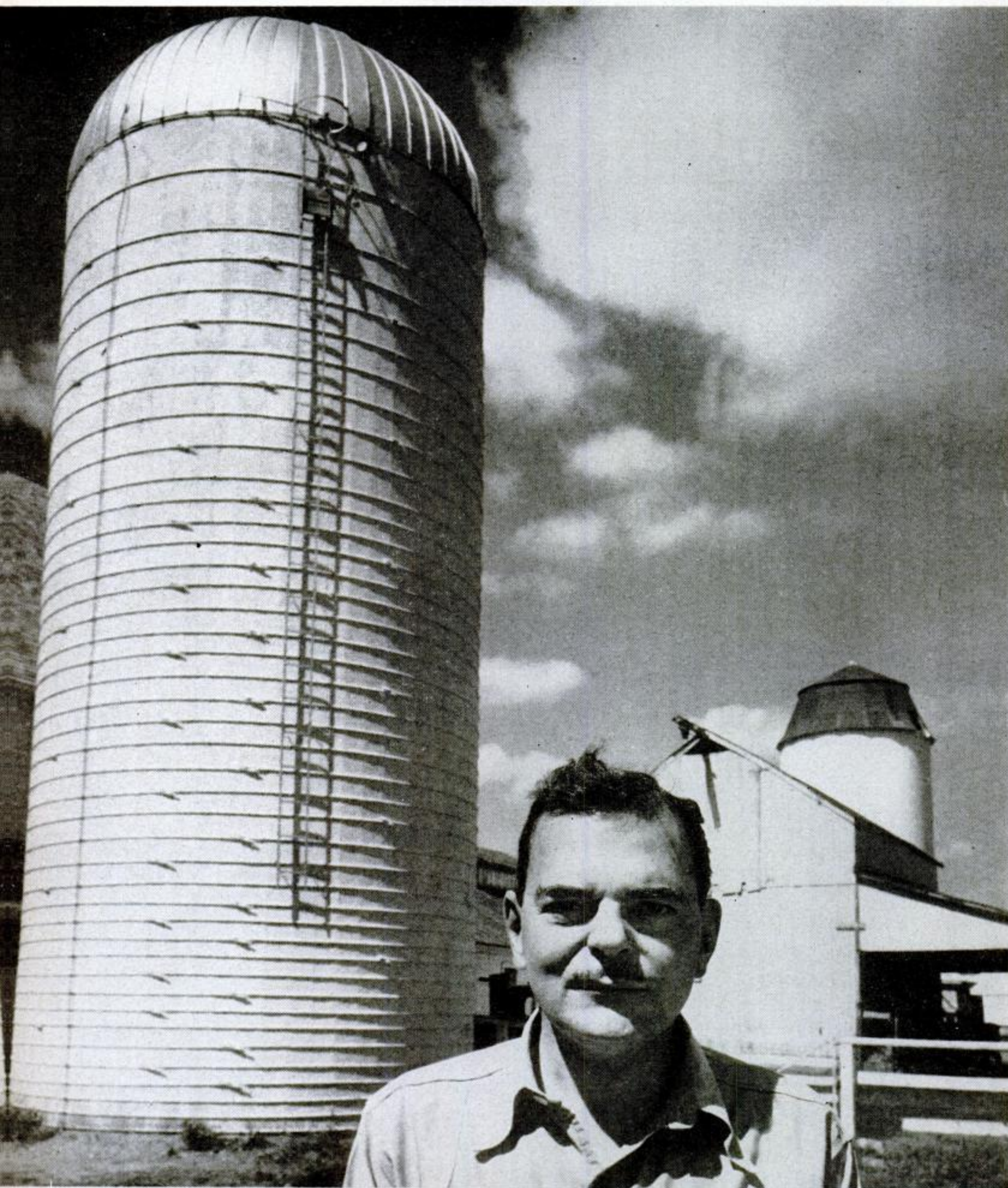
**A TRIUMPHANT PROCESSION** is prepared to re-enact return of victorious armies from the battlefield. Camel corps and marching troops take up positions. Other soldiers and workers in the foreground get a drink and await instructions.

**"FIVE O'CLOCK WHISTLE,"** dismissing extras daily, precipitates rush over desert for home. Pyramid builders, paid about \$1 a day, were recruited by professional contractors and local sheiks who rounded up men from their villages.









**HE DID NOT CHOOSE TO RUN.** Tom Dewey, relaxing on his 300-acre farm at Pawling, resisted

all pressure to run for a fourth term as governor. Instead he will retire to private practice of law.

## SOME COUNTRY GENTLEMEN ...AND SOME CITY SLICKERS

**Dewey drafts Ives, bosses pick Harriman for New York governor**

These gentlemen photographed amid calm and bucolic scenes last week by Arnold Newman were actually up to their necks in one of the hottest fights of the election season. One country gentleman was yielding, three others were seeking the governorship of New York State, an office with great power in national politics.

Having kept everyone guessing for months, Tom Dewey set the scene for the fight by announcing that he was stepping down after 12 distinguished years as governor (*Editorial*, p. 36). He said his successor ought to be U.S.

Senator Irving M. Ives, and no Republican stepped forward to oppose Dewey's choice.

The Democrat likely to oppose Ives was Averell Harriman, ex-Secretary of Commerce. For months Representative Franklin D. Roosevelt Jr. had been gathering support for the nomination among upstate Democrats. But city fellows (*opposite page*) hold the Democratic power in New York, and they last week announced that Harriman was their choice. That seemed to leave Farmer Roosevelt out in the pasture, but he declared he wasn't licked yet.



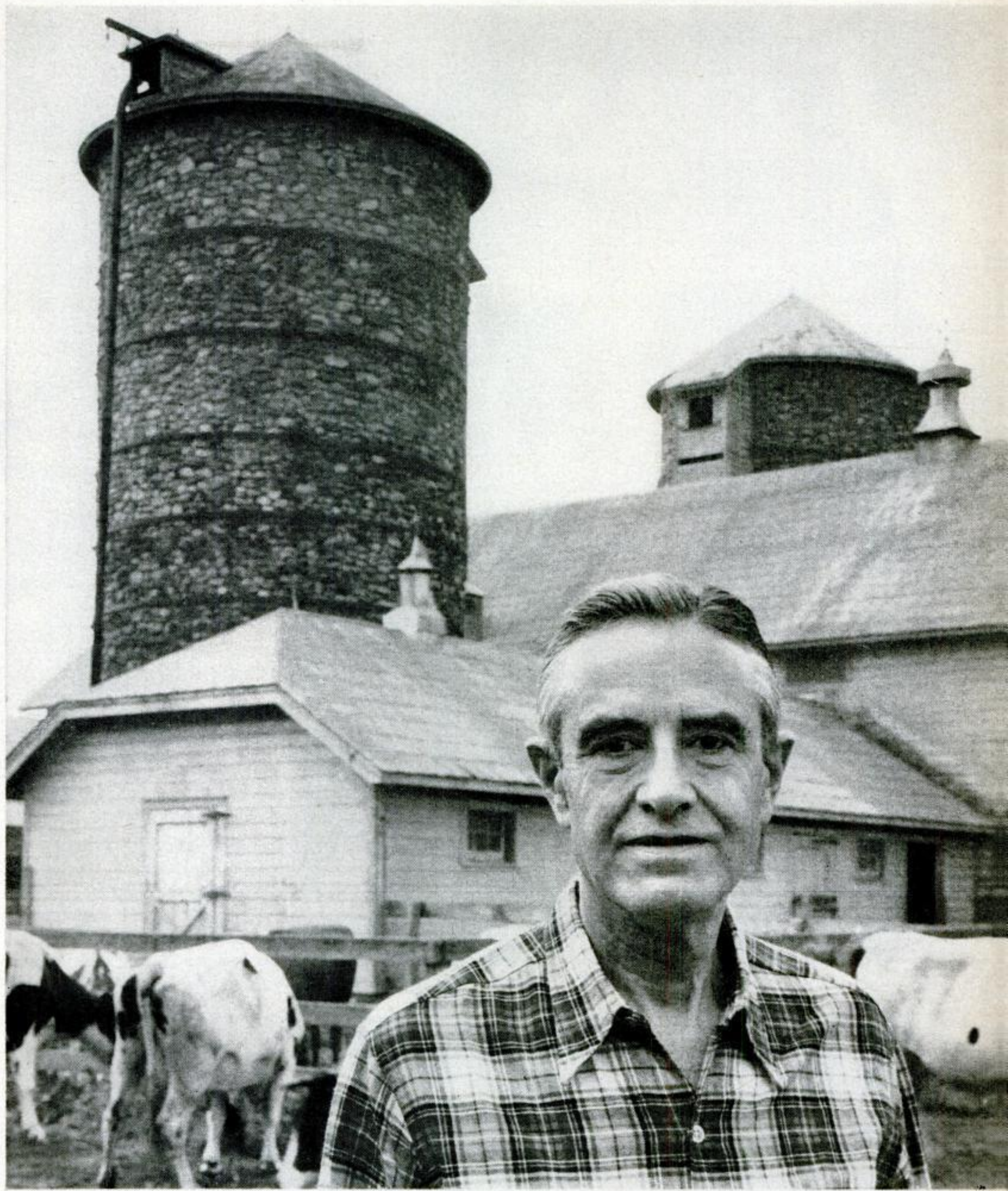
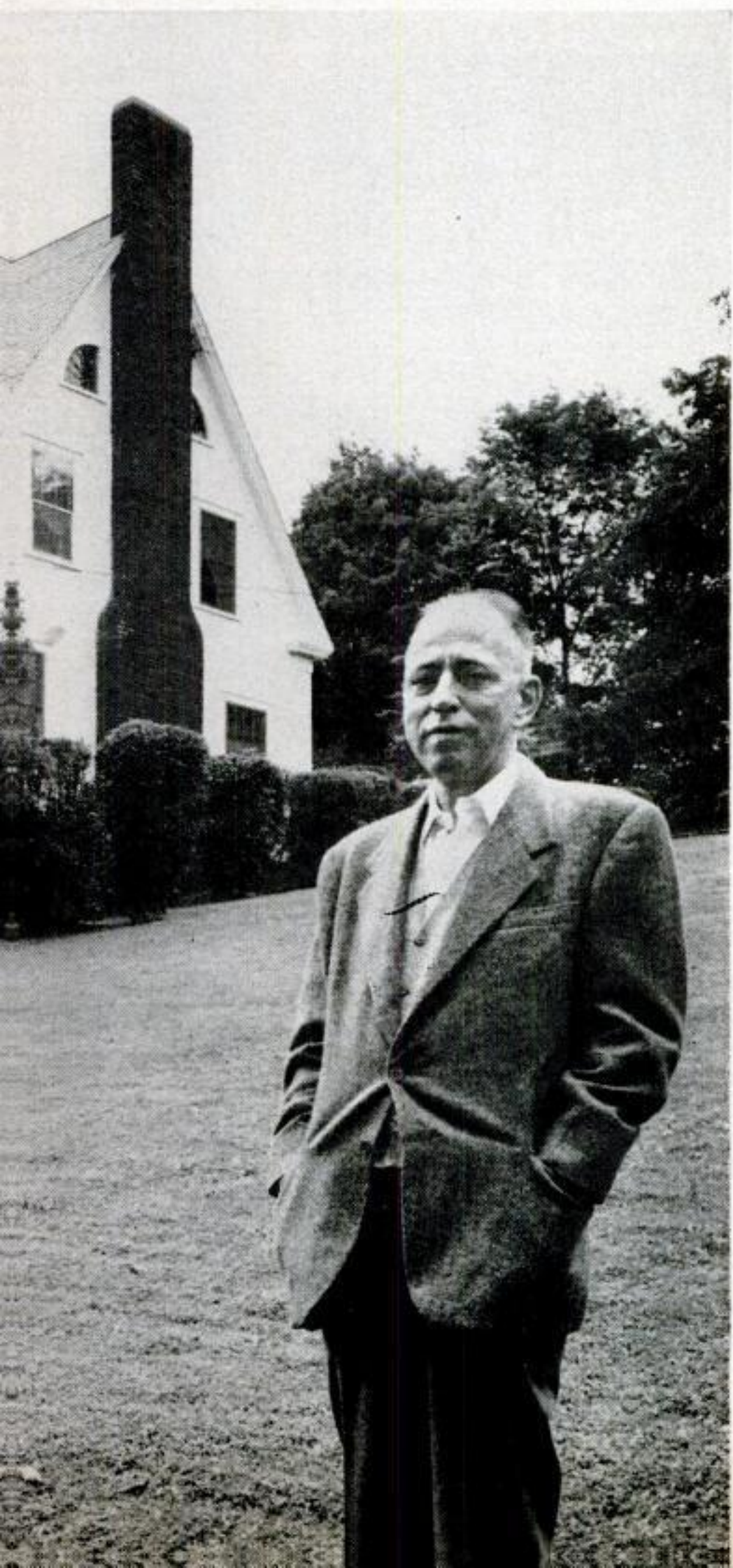
**HE CHOOSES BUT LOSES.** Franklin Roosevelt Jr., 40, shown on his 400-acre Poughquag farm, sought Democratic nomination. But his chances faded when he did not win party leaders' support.







**HE IS RELUCTANT BUT CHOSEN.** Irving Ives, 58, of Norwich, N.Y., who wanted to stay in Senate, tried to draft Dewey. But Dewey, backed unanimously by other Republicans, drafted Ives.



**HE CHOOSES AND IS CHOSEN.** Averell Harriman campaigned hard for the nomination, was

rewarded by the support of leaders shown below. Harriman, 62, owns a 2,000-acre estate at Arden.



**THEY DID SOME CHOOSING.** City leaders who picked Harriman are (from left) Jeremiah Sulli-

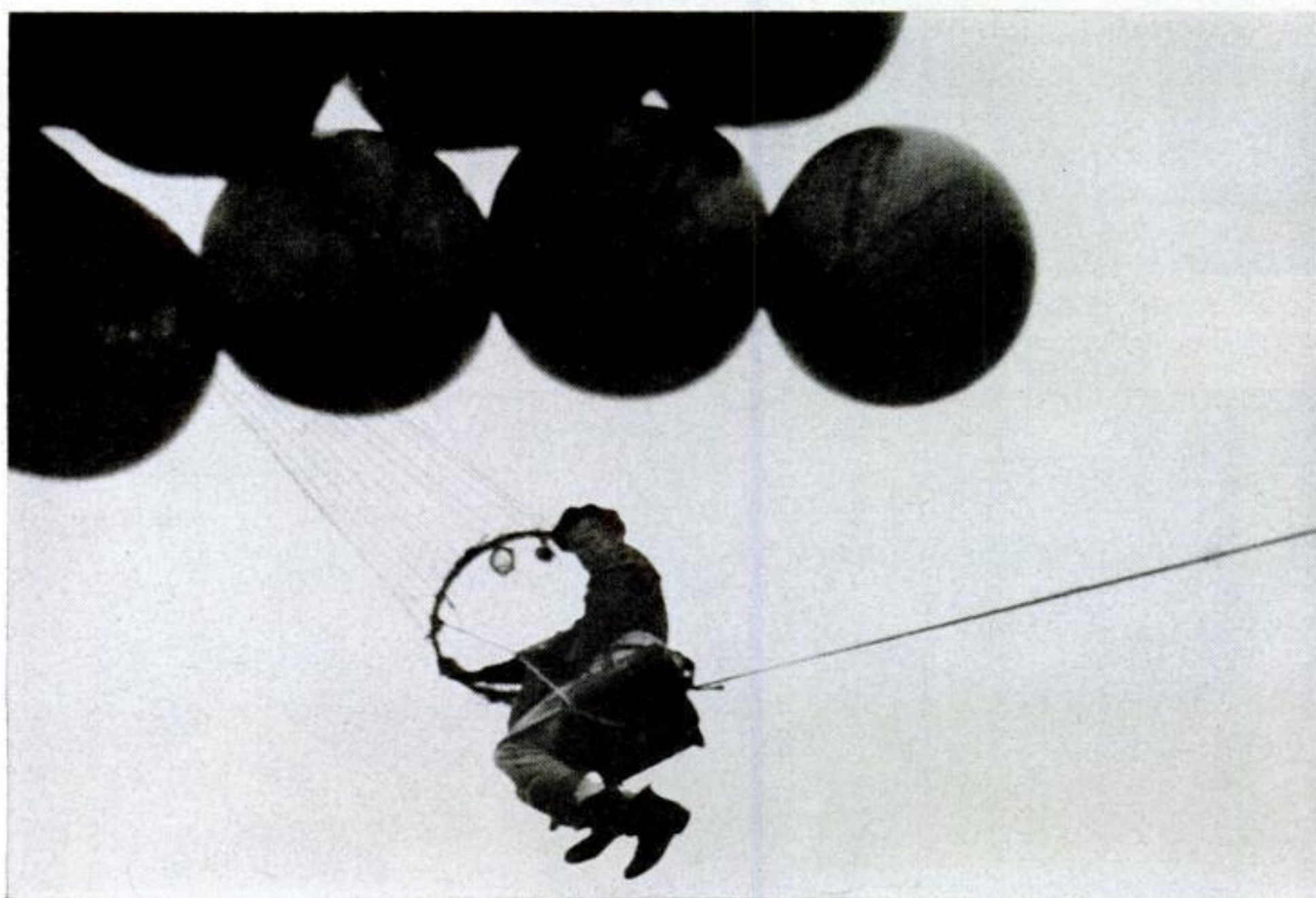
van, Staten Island; Charles Buckley, Bronx; Joseph Sharkey, Brooklyn; Carmine De Sapio, Manhattan.





## SAD, BRAVE SOLDIER

Haggard with fatigue and broken by the shame of defeat, Dienbienphu's defender General Christian de Castries was brought quietly back to Hanoi after being released from his Vietminh captivity. The once-proud officer feared his people would disgrace him for his defeat. "Maybe they will throw stones at me," he murmured. But later, when he arrived in France, his unannounced visit was greeted with neither stones nor fanfare. It passed almost unnoticed.



## AN AERIAL LARK

Fulfilling an old dream, Garrett Cashman, 26, lashed 60 weather balloons to a bicycle wheel and a plywood seat and soared over Albany, N.Y. At 6,200 feet the sun's heat began popping his balloons, and he sank gently to earth, to answer charges of flying without a license.

## WATERY ORDEAL

From the hull of the German tugboat *Fairplay*, rammed in the German harbor of Cuxhaven, two crewmen and a woman waited anxiously for rescue. Seconds after they were pulled off, the tug sank with two trapped in the hold—the radioman and the captain's 5-year-old son.







## SAFETY IN THE MUD

Ankle-deep in slimy mud, a band of frightened travelers last week struggled step by step across the flats of Ireland's River Shannon estuary. A few hours earlier, the KLM plane on which they had taken off for New York had crashed into the river near the airport. Twenty-five passengers, trapped inside, suffocated from gas fumes. Two others were swept away and drowned before rescuers arrived to haul some of the 29 survivors to safety on rubber life rafts.



## EX-PRESIDENTIAL EXPOSURE

After skulking 10 weeks in Guatemala's Mexican embassy, deposed pro-Communist President Jacobo Arbenz got a safe conduct pass to Mexico. At the airport, Guatemalans gathered to shout "Murderer! Assassin!" at him, and as a parting indignity he had to strip and be searched (*above*) by customs men. He was among the last of 760 left-wingers to flee Guatemala, which would like to extradite and try him for political crimes.



## DULLES' DIPLOMATIC DUTIES



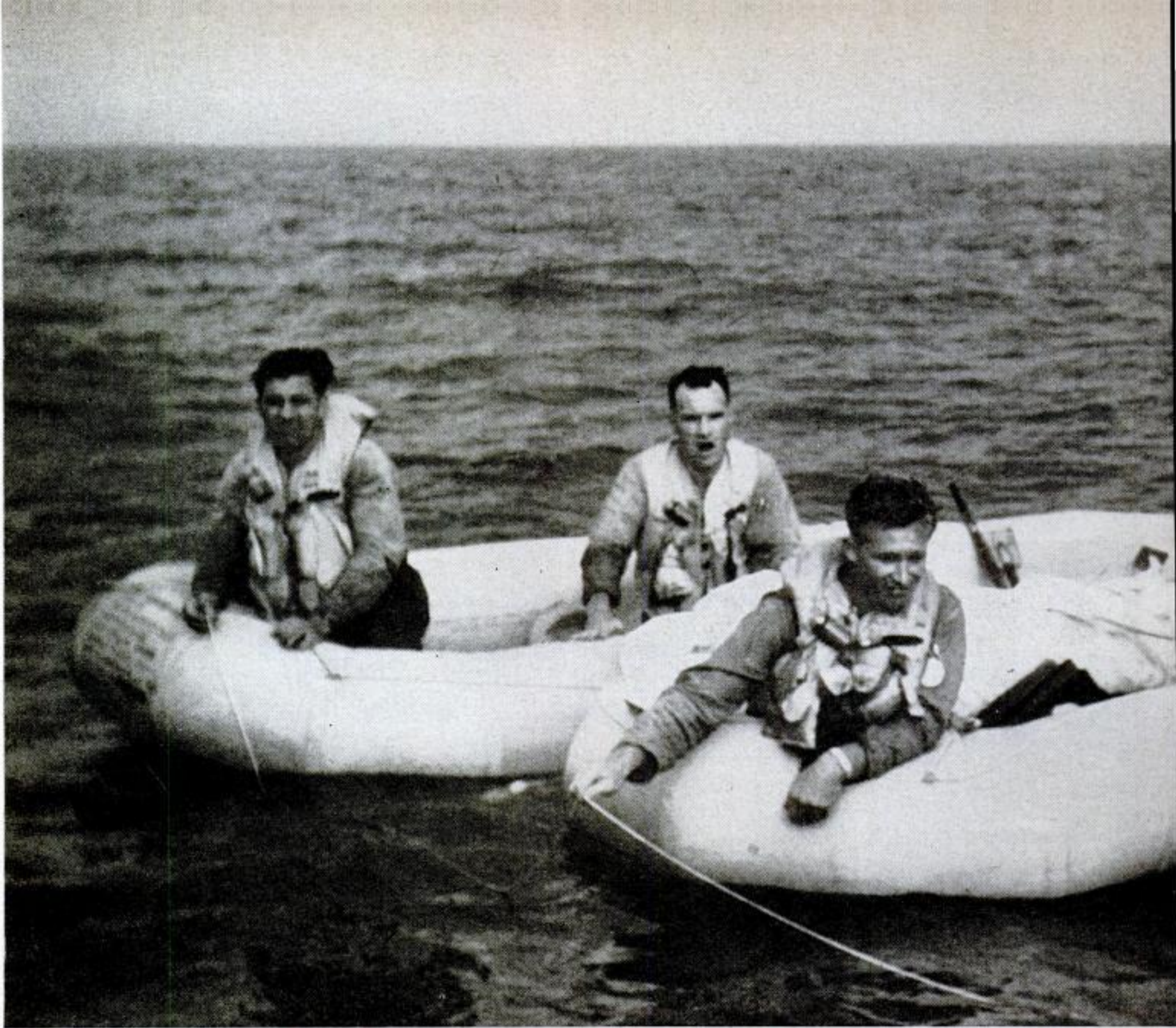
**ON ARRIVAL** Dulles is greeted by Philippines President Magsaysay (left) in Malacañang Palace.



**AT FIESTA** for delegates Dulles wears a *barong tagalog* (shirt) presented to him by Filipino senator.



**AT LAST SESSION** he gives speech before signing with Senators Mansfield (Mont.), Smith (N.J.).



**SURVIVORS OF REDS' ATTACK** are rescued by an Air Force seaplane after their reconnaissance

plane was hit by Russian jets, forcing crew to ditch in Sea of Japan. Crew fired back at MiGs but missed.

## ANGER, AMITY IN THE ORIENT

Russians shoot down U.S. plane  
as eight nations sign a treaty

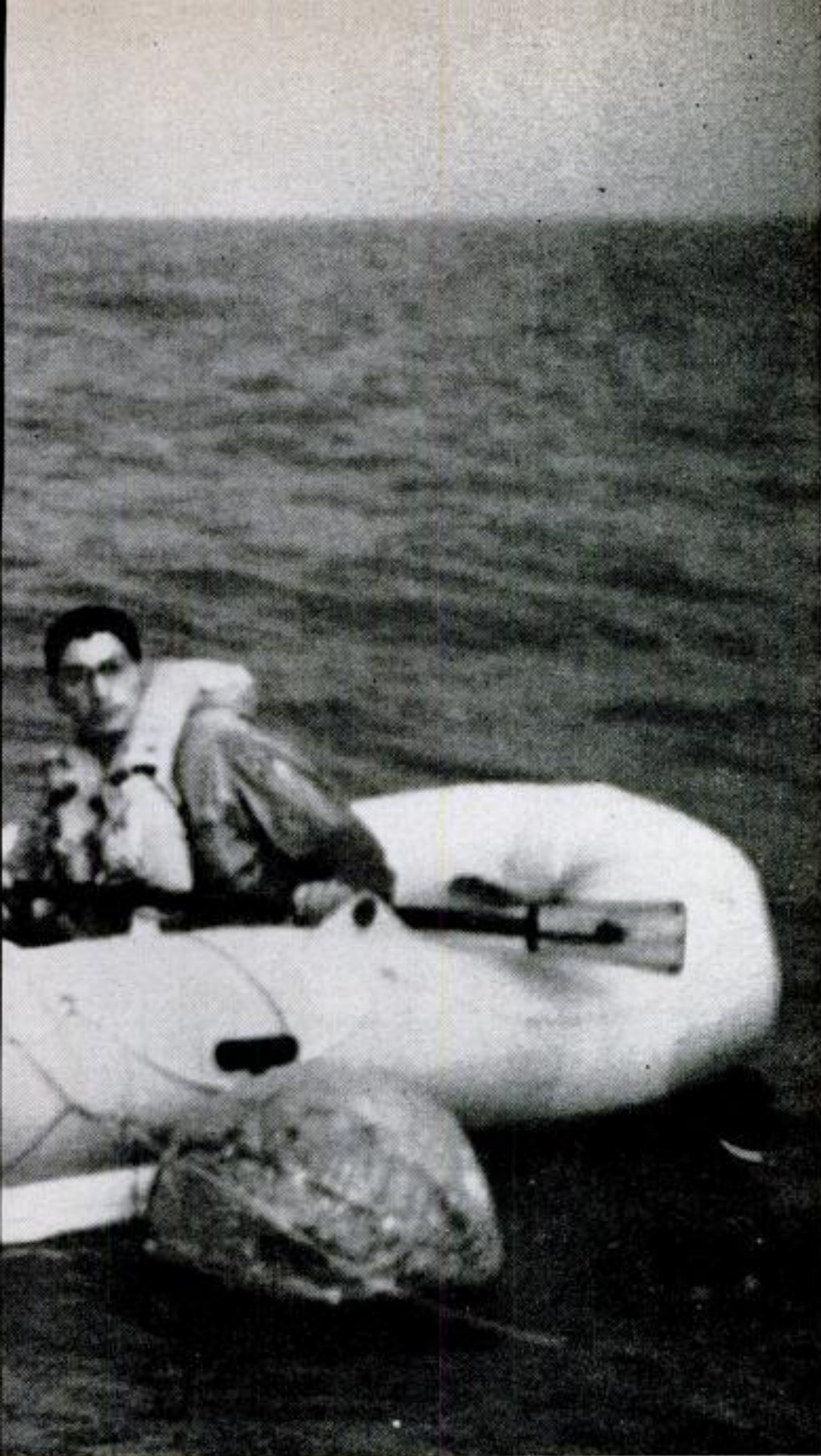
How much chance there is for peace continued to be anyone's guess and last week there were indications each way. The Communists were making trouble again. Off the China coast the Reds shelled the Nationalist island of Quemoy while the Nationalists bombed the Red-held island of Amoy. Over the Sea of Japan a U.S. plane was shot down by Russian MiGs (above), prompting the U.S. to complain to the U.N.

Both of these events may have been connected with or even aimed at another event, this one dedicated to keeping the peace. In Manila delegates of the U.S. and seven other nations deliberated with impressive amity over

AT A CLOSED TREATY SESSION IN LEGISLATIVE BUILDING DULLES SITS BY DOUGLAS MacARTHUR II







Plane's captain, Commander John B. Wayne is second from left. One man was drowned in ditching.

a defense treaty for southeast Asia. In the end the U.S. modified its demands for a clause against "Communist aggression" to one simply against "aggression." Britain and France agreed to a statement affirming the right of self-determination. Thailand and the Philippines, seeking firm commitments against aggression, settled for persuasive assurances of U.S. intent from John Foster Dulles. The resulting Manila Pact (*Editorial*, p. 36) left the U.S. free to work with the Filipinos—as it has done in the past—and with other countries like Nationalist China and Japan, which Dulles visited last week after leaving the Manila Conference.

(RIGHT), WHO HEADED THE U.S. ADVANCE TEAM



## SEVEN NATIONS JOIN U.S. IN SIGNING THE TREATY



RICHARD G. CASEY  
MINISTER OF EXTERNAL AFFAIRS, AUSTRALIA



GUY LA CHAMBRE  
MINISTER OF STATE, FRANCE



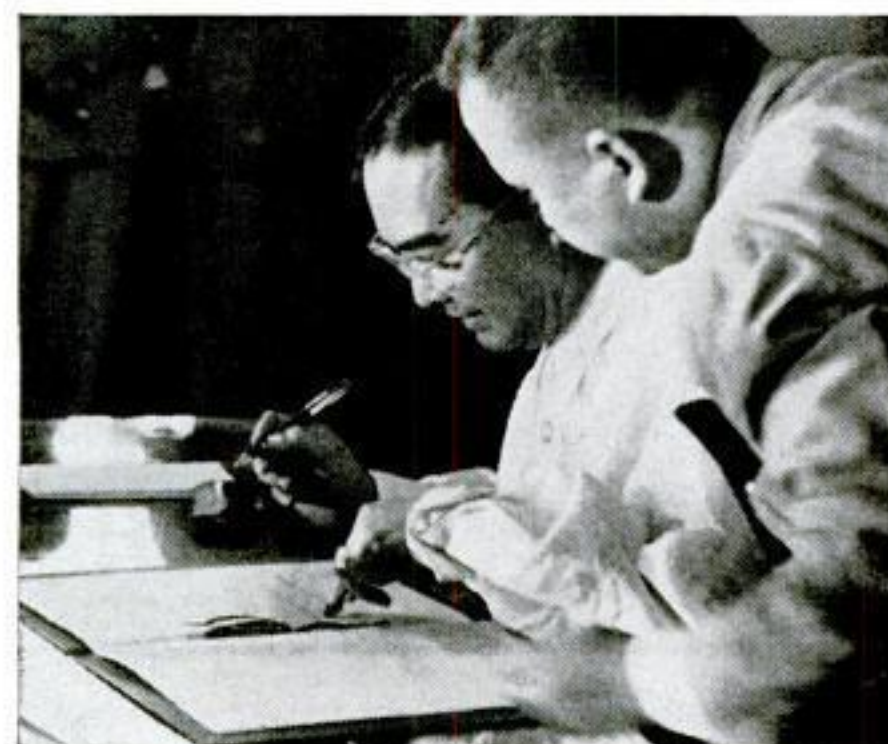
T. CLIFTON WEBB  
MINISTER OF EXTERNAL AFFAIRS, NEW ZEALAND



SIR ZAFROLLAH KHAN  
MINISTER FOR FOREIGN AFFAIRS, PAKISTAN



CARLOS P. GARCIA  
VICE PRESIDENT, PHILIPPINE REPUBLIC



PRINCE WAN WAITHAYAKON  
MINISTER OF FOREIGN AFFAIRS, THAILAND



THE MARQUESS OF READING  
MINISTER OF STATE, FOREIGN OFFICE, UNITED KINGDOM



# A TREATY'S MEANING FOR ASIA

As Indochina was going down, last March, Secretary of State Dulles cried for "united action" against Red China's aggression. He could not get it, mainly because Britain was not willing to fight for Indochina. Last week, in Manila, Secretary Dulles belatedly got what he sought—the pledge of Britain, as well as that of France, Australia, New Zealand, the Philippines, Thailand and Pakistan—to join the U.S. in resisting any new aggression in Asia. In three days, with refreshingly few differences, the eight powers adopted and signed Dulles' proposed Southeast Asia Collective Defense Treaty, creating a MANPAC (for Manila Pact) as a counterpart of NATO in Europe.

It is a counterpart with differences. Unlike NATO, MANPAC has no military structure. It will have a council, with wide powers for military planning and for economic programs to help Asia's free nations survive. But the area defended—beyond the territory of the signers—is left vague. Nor is instant action provided; only that the parties "consult immediately in order to agree on the measures which would be taken for the common defense. . . ." Since MANPAC has no teeth, its bark is worse than its bite.

Ironically, at the very moment MANPAC's signers were declaring they would resist any new aggression, Chinese Red shells were crashing down upon the Nationalist-held island of Quemoy, as a prelude to possible invasion of Taiwan. More ironical still, such an invasion would not constitute aggression under MANPAC's terms. Since Britain does not recognize Taiwan as part of the free world, it was excluded by bounding MANPAC at latitude 21° 30' north. Necessarily, that line also excludes South Korea, the only other free nation in Asia ready to fight, as well as Japan, the only major on-the-scene Asiatic power potentially able to contain Red China. All these omissions and exclusions gave MANPAC

something of the air of a fire department deciding to fight only certain parts of a fire—in the kitchen, perhaps, but not in the parlor, on the roof but not in the cellar. The air of unreality was heightened when France, so as not to offend the Reds, insisted on removing what is left of Indochina from specific mention in the areas to be defended (it appears in fine print in a protocol). Moreover, a declaration of the rights of all Asian nations to freedom and self-determination was watered down by colony-conscious Britain. It was the Asian members of MANPAC, led by the Philippines' far-sighted President Ramón Magsaysay—vigorously supported by Dulles—who drove through a separate Pacific Charter asserting these aims, which all the powers signed. This charter may prove more powerful than the treaty in taking the onus of colonialism from the West's desire to save freedom. Fittingly enough it came from the freely elected leader of a former colony which America voluntarily set on its own.

Perhaps the best that can be said for MANPAC is that it is better than nothing. The treaty's greatest omission is any clear declaration of where the powers will draw a line of "no farther or fight." Britain hesitates to back America's pledge to defend Taiwan out of fear of losing Hong Kong. However, Dulles has reaffirmed that we shall not let Free China stand alone. Perhaps MANPAC's biggest contribution is the negative one of leaving the U.S. free to act there, quickly and decisively, whenever the peril may arise. Moreover, though the facts of strategy have long made plain that America's first frontier of defense is equally on the Mekong as on the Rhine, its official declaration of responsibility for Free Asia's defense puts that reality on paper where all who plan may read—whether friend or foe—and be braver, or more cautious, in accordance.

# A GOVERNOR'S MEANING TO DEMOCRACY

After 12 years in Albany, Governor Dewey is retiring undefeated, the Gene Tunney of New York State politics. In an office made great by men like the two Clintons, William Henry Seward, Grover Cleveland, Theodore Roosevelt, Charles Evans Hughes, Al Smith and F.D.R., Dewey's administration has been as good as the best; he is the most accomplished master of state government in the U.S. today. But the whole nation also, which has twice denied him the presidency, owes Tom Dewey a special salute for his services so far.

When the "Boy Prosecutor" leaped to notice in the '30s, U.S. politics were in a strange case. In the cities thousands of legitimate businesses quietly paid extortion to racketeers; it was considered a fact of life; why fight city hall? Nationally the New Deal crusade could ignore graft and waste as the price of democracy; why worry about a few crooks when there were 10 million unemployed? The old copybook virtues of honesty and hard work seemed irrelevant.

Dewey's impact on this cynical climate was like that of a police siren on the ear of a drunken speeder. When he got his hard-earned conviction against the complex Waxey Gordon empire, Judge Coleman said, "If ever again I hear the criticism that there are no longer enthusiastic and able young men in the government service, I shall refer the speaker to this case." Dewey's small-town probity, applied with big-town efficiency, gave people a warm, grounded feeling that the old laws were still in force and that democracy could live in a

clean house if it wanted to take the trouble. "Good government," long overshadowed by exciting and amusing government, became an issue again.

On that simple issue the Republican party built its long, slow, painful climb back from near-suicide to '52. It would never have got there but for Tom Dewey. His hard, practical work in Albany put meat on the claim that Republicans could "do it better." His enemies called it "me-too-ism" and kept sending him back to New York; but it was his kind of work that gradually re-earned his party the right to govern the nation. What Dewey did in Albany was a forecast of what has been most successful in the Eisenhower administration. It is because Dewey nourished it in the lean years that there is an identifiable, modern, confident and vote-worthy Republicanism today.

Since he is only 52, Dewey will have many more chances to help keep democracy's house clean. Perhaps he needs an interval of privacy after 24 years in public service. Perhaps, if the Republicans carry New York again in November, he will be appointed to Ives's place in the U.S. Senate, which badly needs a forthright spokesman for the more imaginative foreign policy in which Eisenhower, Dulles and Dewey all believe. But wherever he speaks, his opinions on any political subject will long be a national asset; and when his next administrative job calls him, we can expect another proof that good leaders and democracy make the most successful form of government known.



*Suburban Scenery by Westchester*

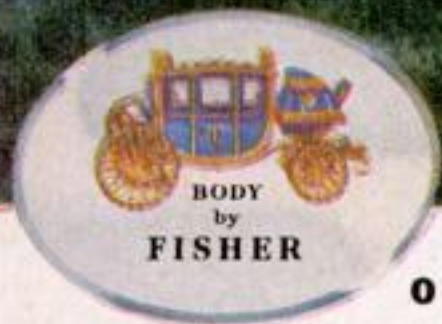
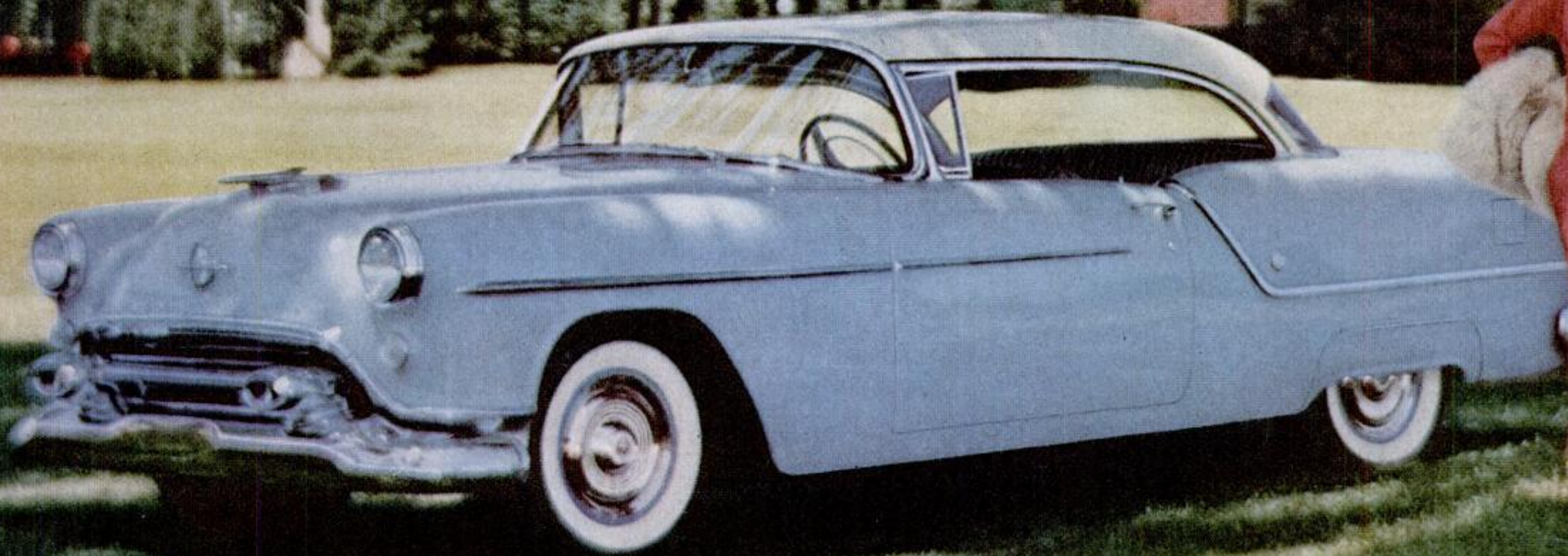
*Sports Tweed by de Givenchy • Holiday 88 by Oldsmobile\**

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Far-in-the-future fashion in motorcar design! Yours exclusively in Bodies by Fisher—whose fineness of fit and firmness of structure evidence the many millions of extra dollars devoted to improved production techniques. For unsurpassed beauty of design and continuing value, your choice of a car with Body by Fisher is a sure investment!

*\*Super 88 Model illustrated*

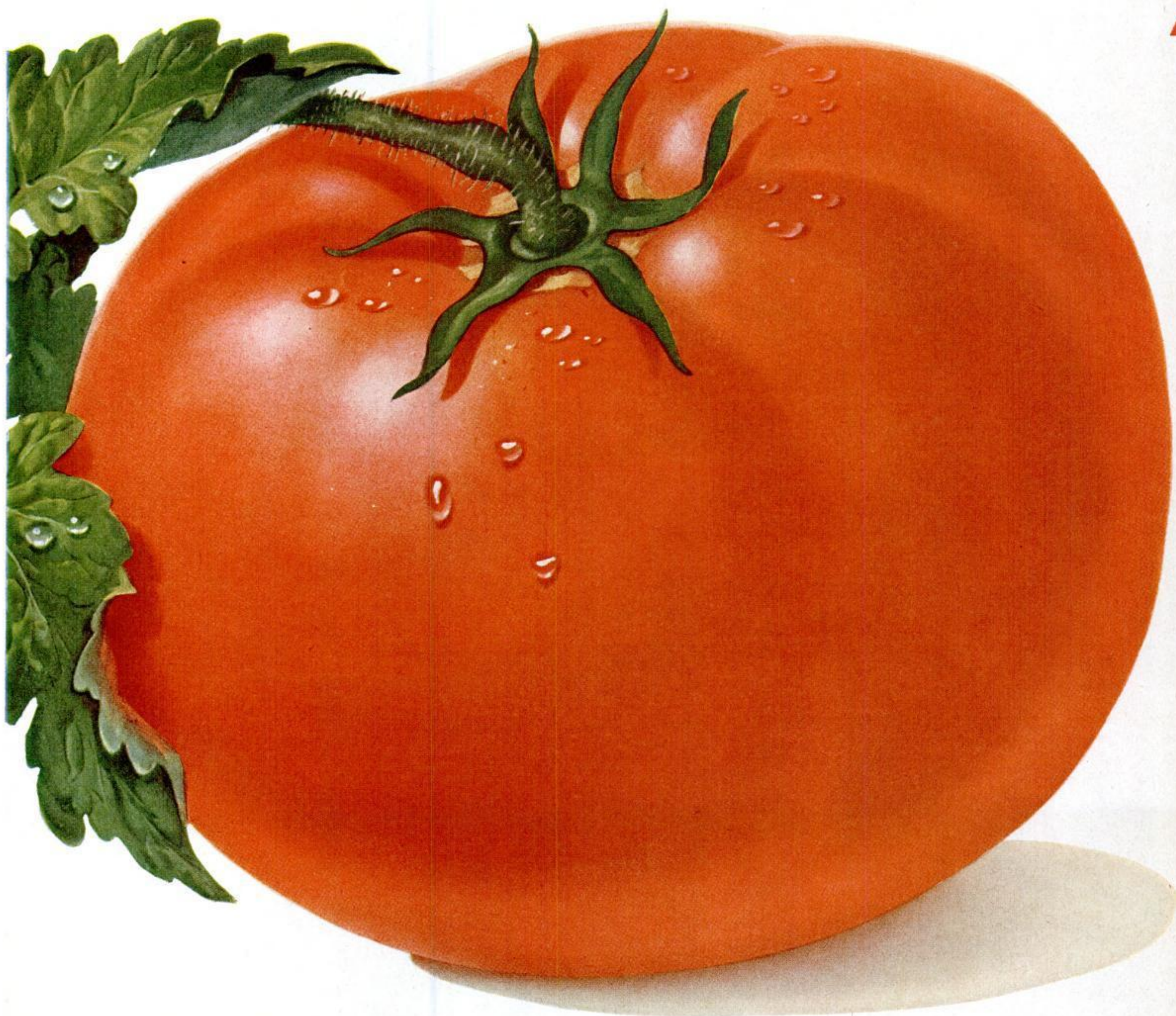
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# The Cam



*“To make the best - begin with the best”*



# Campbell Tomato

## THE FAMOUS FLAVOR WRAPPED IN RED

It is the ideal that backyard gardeners shoot for every spring.

It holds "degrees" from 11 leading universities.

It took 50 years to bring it into being.

It can trace its ancestry through thousands of cross-breeds—with each plant picked for a certain attribute it could add to the strain.

The Campbell Tomato.

.....  
It starts life as a seedling in Georgia.

Old enough to travel, it is swaddled and shipped north to be replanted in friendly loam.

Picking it is such an art that a book has been written on the subject.

Yet after all this, each Campbell Tomato must pass several inspections before it can enter the portals of Tomato Heaven—the Campbell kitchens.

Why all this care just for a vegetable, (pardon us, fruit) when *Campbell* cooks could make delicious products out of even ordinary ingredients?

Very simple. We have one notion about the good things we make.

It is this: *"To make the best begin with the best ... then cook with extra care."*

*How many ways have you enjoyed The Campbell Tomato?*



Tomato Soup   Tomato Juice   Tomato Ketchup  
Pork & Beans with Tomato Sauce  
V-8 Cocktail Vegetable Juices  
Franco-American Spaghetti Sauce with Meat  
Franco-American Spaghetti (Tomato Sauce with Cheese)





## We have a better idea

Considering the number of men who order a drink without saying what brand of whiskey they want, bartenders might be well advised to take a course in mind reading. Probably a very *advanced* course, since there are *hundreds* of brands to choose from.

But isn't it a simpler—and better—idea for you to *name your brand of whiskey*... just as you've been in

the habit of doing with almost everything else you buy?

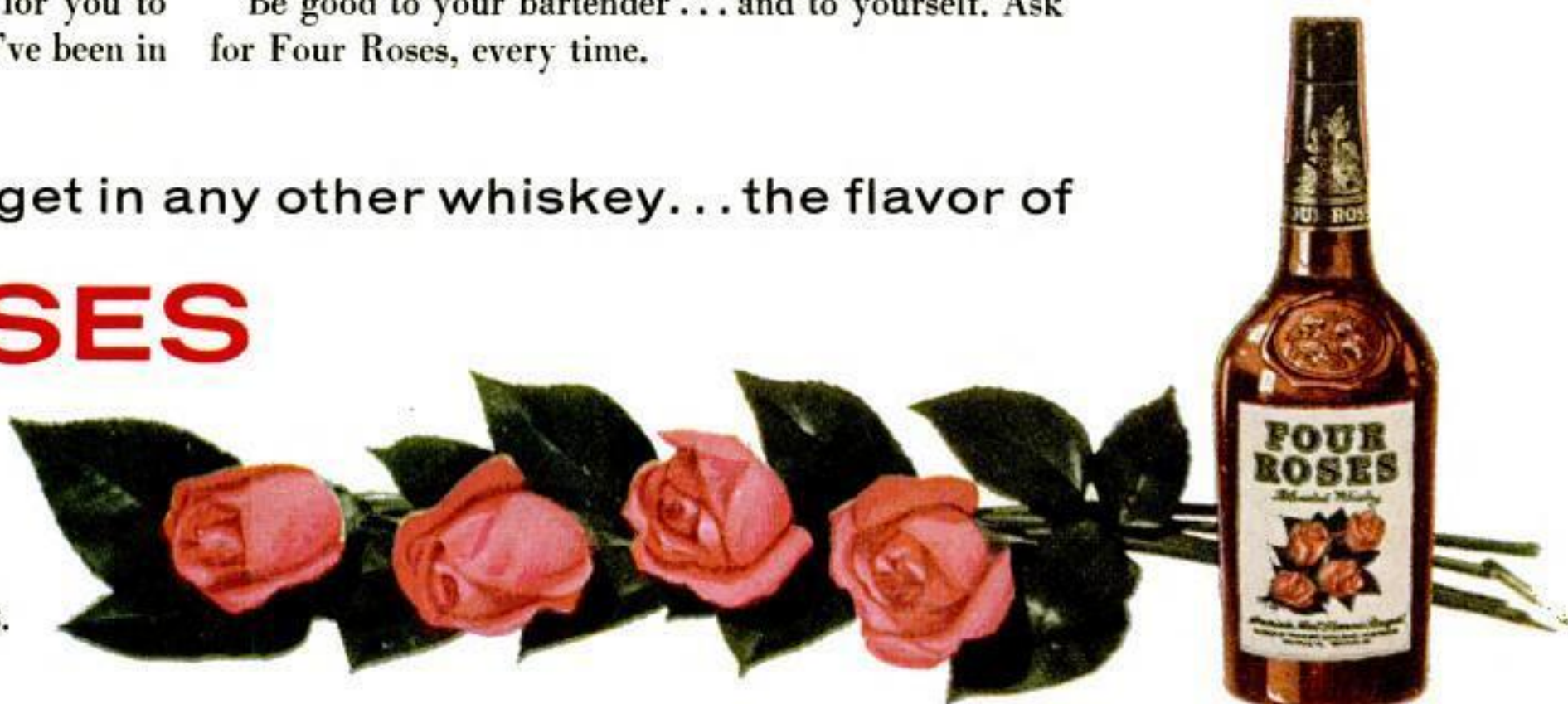
This is particularly important if your brand is Four Roses. For no other whiskey is *quite* the same as Four Roses. No other whiskey can match Four Roses' flavor—subtly different, definitely finer.

Be good to your bartender... and to yourself. Ask for Four Roses, every time.

The one thing you can't get in any other whiskey... the flavor of

# FOUR ROSES

FRANKFORT DISTILLERS CORP., N. Y. C. BLENDED  
WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.







**IN CATHEDRAL** of St. Peter and St. Paul, nearly totally ruined, the statue of the Virgin Mary stood, beside cross, almost unhurt after falling six feet.

**IN HOTEL**, rescuers dig body from the ruins. In the Baudouin, a seven-story, 76-room structure, 38 people are believed to have died in the tremor.

# ALGERIAN CATASTROPHE

**In 12 terrible seconds an earthquake kills 1,000**

Algeria is earthquake country. It averages some 45 shocks a year, most of them barely noticeable. Nobody in the town of Orleansville (pop. 32,500) had ever paid much attention to them. But one night last week, shortly after the town cathedral bell struck 1 a.m., the cool quiet was shattered by a tremendous rumble. "It seemed like an eternity," said the Orleansville town clerk, but actually it lasted only 12 seconds. In that time the earth split open for 60 miles around, flattening buildings and swallowing up men and sheep. When the sun came up, Orleansville resembled a World War II bombing target. Said a man who survived a big quake in Greece last year (LIFE, Aug. 31, 1953), "That was nothing compared to this." French troops, directed personally by the governor-general, moved in to dig out the dead, estimated to total more than 1,000.



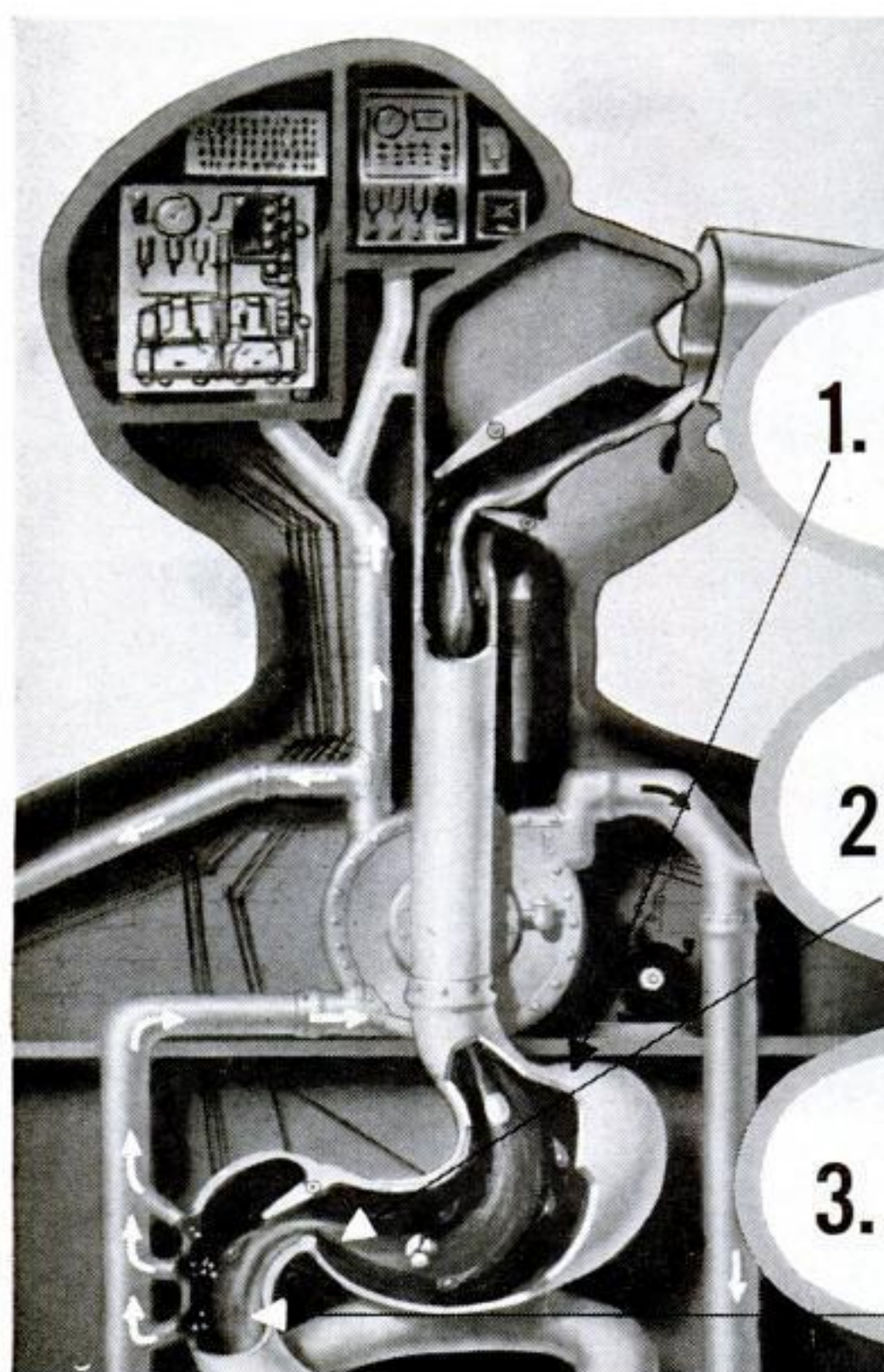


ARTHUR GODFREY SAYS,  
 "Take it from me,  
**BUFFERIN**<sup>®</sup>

works just as they say,

twice as fast  
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*Won't upset your stomach*



*Here's proof!*

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BUFFERIN IS AVAILABLE THROUGHOUT CANADA, TOO!

If you suffer pain of arthritis or rheumatism, ask your physician about Bufferin.



# LIFE ON THE NEWSFRONTS OF THE WORLD

McCarthy defends right to classified documents,  
bull gores a lady, Mutt and Jeff suffer a loss

The Senate's Watkins Committee turned to the third major charge in the censure hearings on Senator McCarthy: "Incidents involving receipt or use of confidential or classified information from executive files." Considering McCarthy's handling of a confidential two-and-a-quarter-page Army Intelligence document, the committee called in Columnist Walter Winchell. He said he had received a copy during the Army-McCarthy hearings but did not remember who had given it to him. McCarthy insisted that there was nothing confidential in the document, demanded that committee members read it. The committee deliberated, decided it would. As the hearings moved along, McCarthy more than once grew impatient. Once he shouted that he had an "absolute right" to receive classified information. Silenced in another session, he rose angrily, paced around behind his chair and sat down again. Despite such outbursts, committee work moved along steadily.

*Cigarets were under fire last week in many iron curtain countries. Warsaw papers said they were so loosely packed they flared up and scorched smokers' lips. And a Budapest paper told the story of an irate customer who forced a tobacco factory director to smoke one of his own cigarettes. The director turned green.*

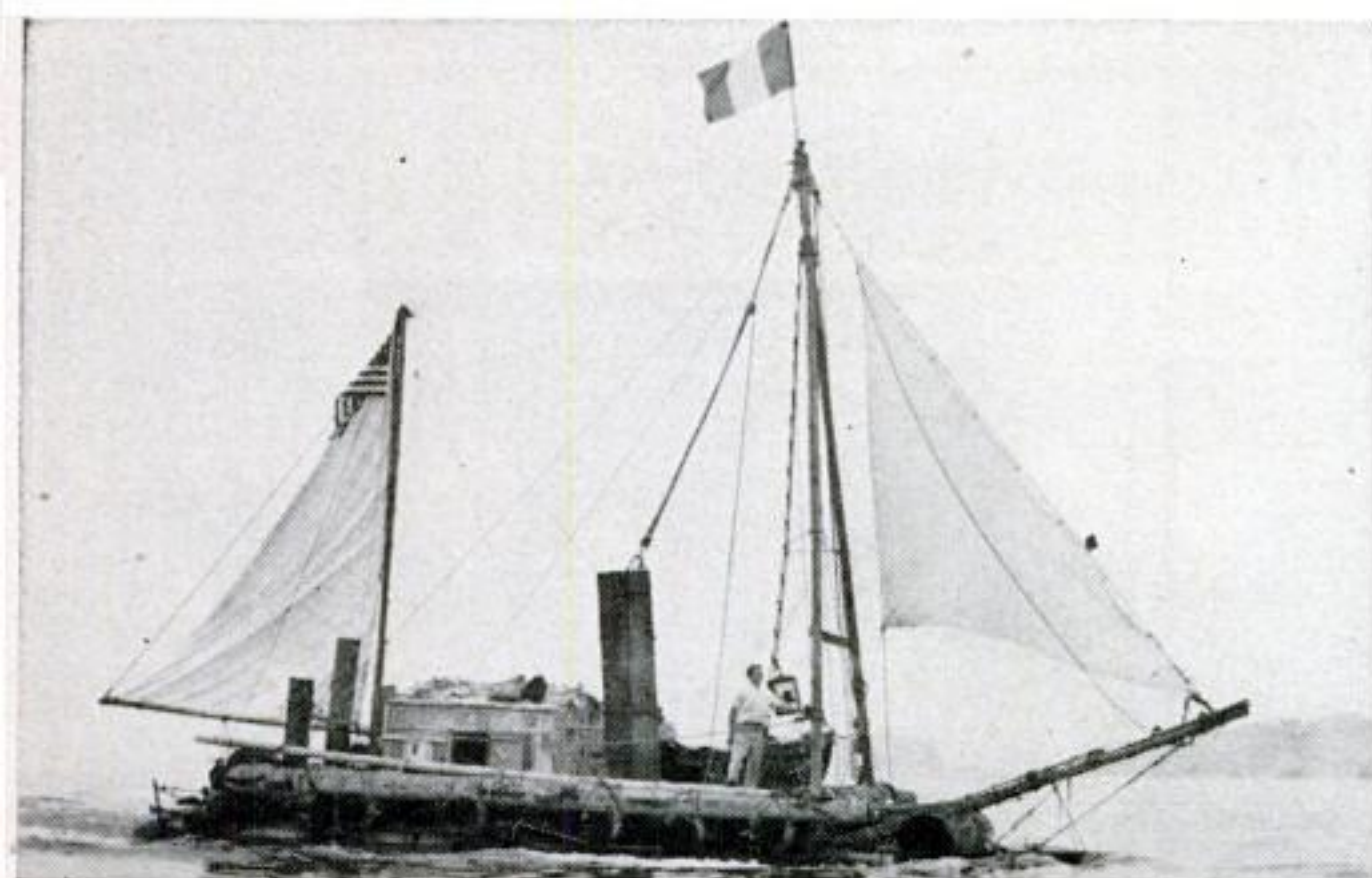
## A great coach dies



"POP" WARNER

Glenn ("Pop") Warner was a wily man. Once against Harvard his Carlisle football team scored by hiding the ball under a jersey. Another time he had pads resembling footballs sewn on jersey elbows to confuse the opposition. Pop Warner was also a genius, innovating backfield formations and developing some of the game's great players—like the immortal Jim Thorpe. Once, visiting Cornell, he was introduced as "the inventor of the single wing, the double wing and Jim Thorpe." Last week, at 83, he died.

In late June, William Willis of New York assembled a small raft, *The Seven Little Sisters*, in Peru and was towed out to the Pacific's Humboldt Current. Willis was trying to find out whether a lone man could drift all the way to Australia. After a week he radioed that all was well. Since then his radio has been silent. Last week Thor Heyerdahl, whose raft *Kon-Tiki* had reached Tahiti, arrived in Peru, bent on finding Willis somewhere in the vast silence of the Pacific Ocean.



ON THE "SEVEN SISTERS," WILLIAM WILLIS HEADS INTO PACIFIC

CONTINUED ON NEXT PAGE

# Let us buy your first package of Pablum (Oatmeal, Barley & Rice Cereal)



You already know Pablum Mixed Cereal. Now try  
three other varieties—at our expense

Just do this: 1. Buy a package of Pablum Oatmeal, Barley or Rice Cereal\* (or one of each) at regular price at your druggist's or grocer's. 2. Mail box top showing price mark from any—or all three—of these cereals to: Pablum, Box 5155, Chicago 80, Ill. Enclose your name and address on separate piece of paper. Please print plainly. Your purchase price will be refunded promptly.

You'll please your baby more with a variety of cereals and you'll save money at the same time! Pablum, you know, is fully pre-cooked, easy to digest and enriched with vitamins and minerals your baby needs. Doctors have been recommending Pablum for 23 years as best to start on, best to stay on. (Babies agree—how their eyes light up when it's Pablum time!)

So accept our offer now! Your request for refund must be postmarked by midnight, October 15, 1954. Offer good in continental United States, Hawaii and Canada. Mail Canadian box tops to Pablum, Box 2111, Toronto, Ontario. Refunds limited to one package of each eligible variety per family.



New, Free-flowing  
Handi-pour Spout

Adjustable. Opens to wider angle so cereal flows freely. Closes tightly to keep cereal FRESH.

\*(Sorry, offer not good on Pablum Mixed Cereal. Offer void if this proposal is taxed, licensed, restricted, prohibited in your area, city, county or state.)

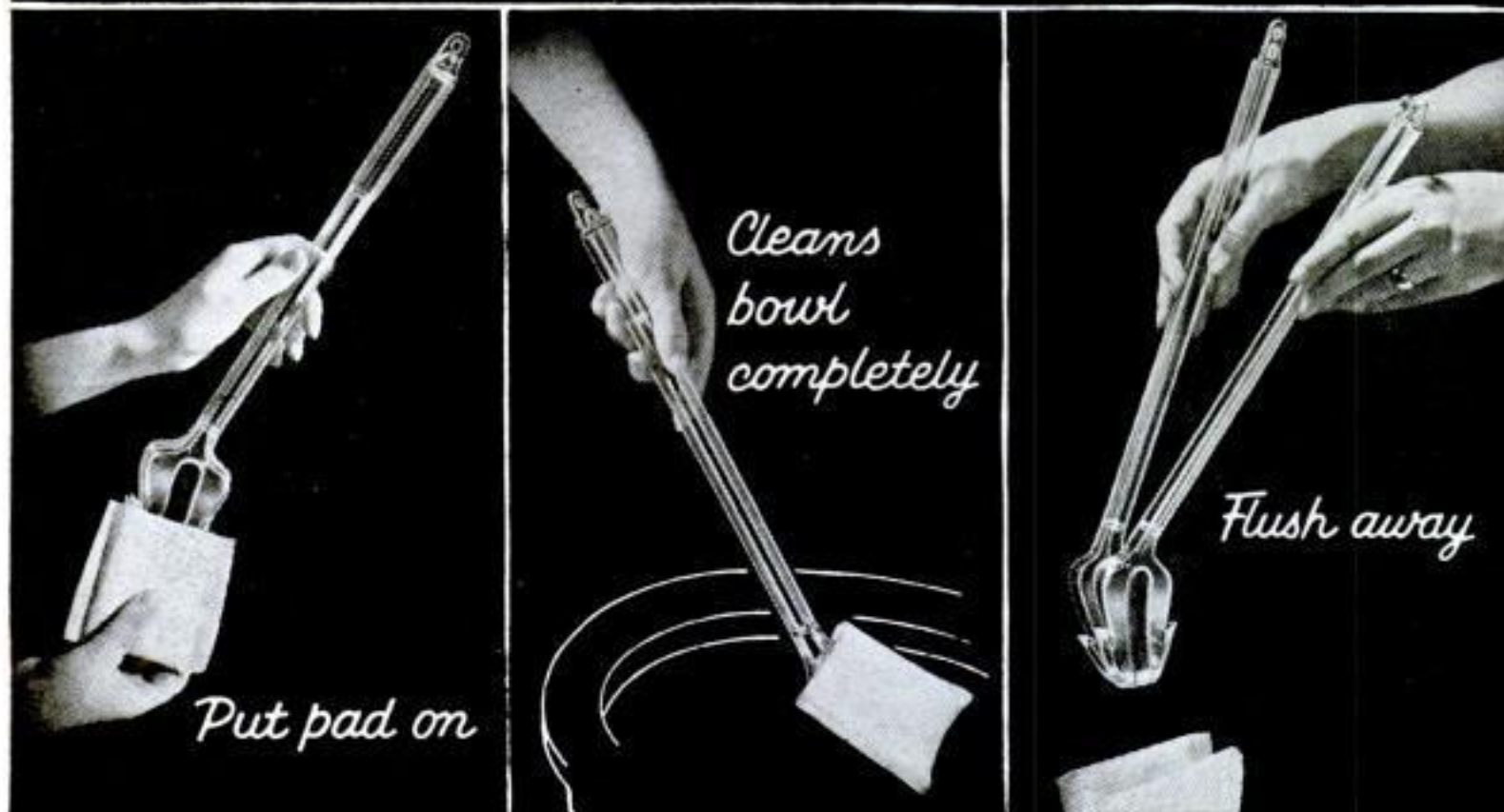
4 varieties at your druggist's or grocer's



# FREE\* **Jonny mop** pads DISPOSABLE TOILET MOP in this special package



**\*SAVE 29¢**  
PADS FREE WITH  
PURCHASE OF HANDLE  
**LIMITED TIME ONLY**



PERSONAL PRODUCTS CORPORATION, MILLTOWN, N. J.



CAUGHT ON BULL'S HORNS, PAT McCORMICK IS TOSSED IN AIR

## Bad afternoon for a lady bullfighter

Pat McCormick is a 24-year-old blonde who quit art school to fight bulls. In Mexican rings over the past two years she has killed some 80 at a cost of two mild leg gorings. Recently in Villa Acuña, fighting her second bull of the afternoon, she attempted to bring the bull dangerously close in a tricky maneuver called the *pase natural*. But this bull was too much for her. Wounded, but not fatally, Pat McCormick announced from a hospital bed that she would soon be back.

The London *News Chronicle* last week published the results of a Gallup poll which showed that 48.5% of the people favored Labor, 42.5% the Tories. Last March the Tories had held the lead and their success was attributed to Churchill's efforts at "easement" in Russian relations. Observers felt Clement Attlee had stolen the ball by his trip to Russia and Red China, which has proved widely popular in England.

## Mutt and Jeff lose Bud Fisher



"MUTT AND JEFF"

In 1907 the San Francisco *Chronicle* began to carry the first daily comic strip in newspaper history. The strip, drawn by Bud Fisher, concerned the adventures of a long-nosed character named Mutt and, later, his sidekick Jeff. *Mutt and Jeff* became national characters. Last week, at 69, Artist Bud Fisher died. But the Bell Syndicate announced that, under Fisher's assistant, big Mutt will go on getting the better of little Jeff.

Looking at a newspaper picture taken after the Puerto Rican shooting in the House of Representatives, Mrs. A. S. Rodgers of Texas noticed that one of the House guards strangely resembled her husband who in 1937 had abandoned her and his family of nine children. Her 21-year-old son went to Washington and confronted the 71-year-old guard, who reluctantly admitted, "I guess I'm the man you're looking for." He had married again, and Mrs. Rodgers asked for a divorce to "make an honest woman out of the other woman."



WIFE SPOTTED HUSBAND (RIGHT) IN CONGRESS-SHOOTING PHOTO





## ***It takes railroad magic to change raw materials into a better life for you***

Steel...for the strength of America's defense. Steel...for cars, machines, refrigerators, television sets. Steel...for homes, skyscrapers, bridges.

It's a long trip from ore and coal and stone in the ground to steel in the multitude of things that make ours the world's highest standard of living . . . and that's where the magic of rail transportation comes in!

Our country has the greatest transportation system in the world, and the *core* of that system is the railroads. Day in and day out,

year after year, railroads do, by far, the biggest job of moving America's resources from mine to mill to the millions of us.

In doing their job, railroads move *more tons more miles* than all other forms of transportation put together . . . and they do it at a lower average charge than any other form of general transportation. That's why the big freight trains, rolling along their highways of steel, are synonymous with a strong and prosperous America, moving always ahead to a better life for all!

**Association of American Railroads**  
WASHINGTON 6, D. C.

**GOOD RAILROADS AND GOOD LIVING GO TOGETHER!**



**Since this time yesterday, the railroads have . . .**

- Moved  $1\frac{2}{3}$  billion ton-miles of freight — 10 tons one mile for every man, woman and child in the U.S.
- Carried  $1\frac{1}{4}$  million passengers on journeys totalling 90 million miles.
- Spent more than 8 million dollars for equipment and supplies. This helps keep the wheels of other industries humming.
- Paid out more than 3 million dollars in taxes—for the support of public education, public health, public roads and all kinds of other public services of government.



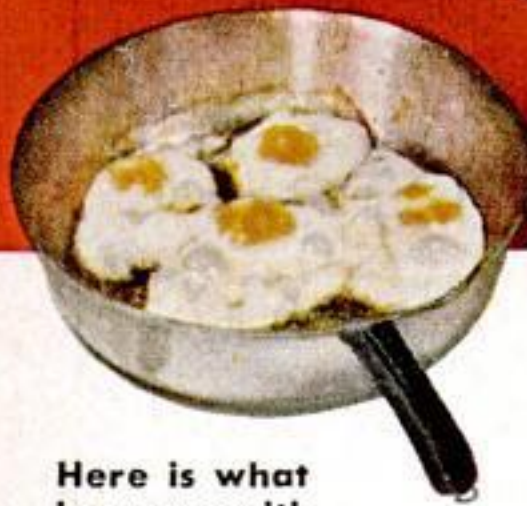
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## Never Before An Appliance Like This

# Sunbeam

## CONTROLLED HEAT

### Automatic FRYPAN



Here is what happens with uncontrolled heat. Eggs are seared around the edges, leathery on the bottom, blistered and tough with uncooked white around the yolks.

You get eggs like this every time in the Sunbeam set at 300°

You get the perfect  
**Controlled Heat** →  
for more delicious food by  
simply setting this dial

### Marvelous New WATER-SEALED ELEMENT



You can immerse the entire pan in water for quick, easy washing.

Now, with the new Sunbeam Automatic Frypan you can fry and cook at the correct controlled heat every time. The Sunbeam's highly accurate thermostatic control maintains the perfect heat for wonderful cooking and frying results without constant watching. The Fryguide, right in the handle, gives correct temperature. No guesswork. The shortening is always at just the right temperature, resulting in less grease absorption into the food. Plugs into any outlet. The new square shape permits you to cook 20% more in the same area than you can in a round pan. Use anywhere you wish, on any table because of protective bakelite legs. High dome covers of either aluminum or heat-resistant glass are available for fried chicken, roast, etc. See your Sunbeam dealer.

See Sunbeam appliances on these great NBC-TV shows: Sunday Night Color Spectaculars, "Ethel & Albert" every week, and HOME, the daytime "Magazine of Television." Consult your local TV schedule.

Everything You Cook will be  
more delicious because of  
*Controlled Heat*



BACON



HAMBURGERS



PANCAKES



CHICKEN





A PLEASED PEDICAB DRIVER WHEELS TOURIST-PHOTOGRAPHER ANEURIN BEVAN ALONG THE STREETS OF COMMUNIST PEKING

## WITH LABORITES IN LOTUS LAND ON GUIDED AND MISGUIDED TOUR

Amid banquets and bouquets, Attlee & Co. take in some planned, and unplanned, sights in Red China

by RENE MacCOLL, *Correspondent, London Daily Express*

ON Saturday, Aug. 14 an eight-member British Labor delegation headed by former Prime Minister Clement Attlee went whirling into Peking airport to start one of the oddest fact-finding missions in British political history. The eight, invited by China's new Communist government last May, were: Attlee; leonine Aneurin Bevan; the schoolmarmish Dr. Edith Summerskill, top lady Laborite; Morgan Phillips, the party's unbending secretary; Wilfrid Burke, party chairman; and three stalwart unionists, Harry Earnshaw of the textile workers, Harry Franklin of the railwaymen and Sam Watson of the miners. After careening across Russia and over the enormous emptinesses of Siberia and Outer Mongolia, they arrived in steaming Peking to find flowers, smiles and relentless goodwill awaiting them at every turn. Immediately they were plunged into an endless succession of friendly faces and swishing sandalwood fans, great heaps of fruit, endless cups of tea and appetite-numbing arrays of sharks' fins, duck in lotus blossoms, and tender bamboo shoots.

The Laborites found Peking greatly changed, according to the few old China hands who still lingered on—and changed in a few ways for the better. They were constantly reminded of the absence of beggars, smells, organized vice, opium and especially of flies. Music is always in the air, for Communism has grown up with radio and makes full use of it. One is awakened in the morning by the blare of the recording,

to which all good citizens are supposed to do their party-approved jerks, bends and twists.

Taxis are rarities, for China is woefully short of motor transport. So for sightseeing or a bit of shopping you must take a three-wheeled pedicab. This bicycle-pulled device, with which the Japanese replaced the degrading ricksha, is itself considered too degrading in the new People's Republic, and must ultimately be replaced. But in the meantime the Labor visitors set forth in their pedicabs.

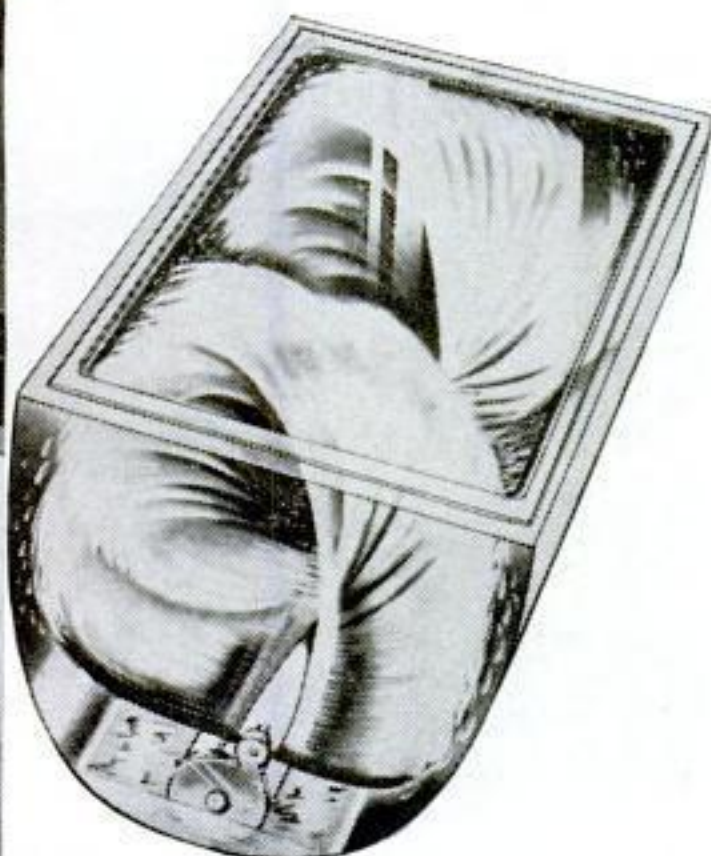
They were given the freedom of institutions and factories and encouraged to travel in a way that amazed the Western diplomats still in China, virtually prisoners inside their Peking compounds. The Laborites were taken to Russian-built steel mills in Manchuria, escorted through hospitals and schools, shown figures and given statistics in a way that would be unheard of in the U.S.S.R. From the smiling Chinese hosts, the theme song was, "We know we do lots of things wrong, but please give us your helpful and constructive criticism."

The Chinese apparently went out of their way to be nice to their guests and to meet them more than halfway. They tried to prove that they could accept criticism, listening to it carefully and answering patiently. But they never got so polite as to forget their sniping at America. At the first of the mammoth banquets held for the visitors, with course upon course of unlikely foods and toast upon toast drunk



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On The Only Wall-of-Water\*  
Dishwasher Scrubbing-Action



**Water-scrubs like human hands.**  
This screw-shaped, ever-moving wall of water comes from the James patented pumping unit.

Why wait until 1970, when James patents expire--when all dishwashers probably will be like James? James alone

scrubs every surface of every dish 513 times with ever-moving solid walls of water, not with "hit-or-miss" spray.

**All Other Dishwashers Have "Spray-Type" Action  
... But Only JAMES Has Patented WALL-OF-WATER  
Action That Removes Even Dried Egg Yolk!**

**No hand pre-rinsing** because James alone can deliver the washing force to remove stubborn-stuck foods... an impossible task for other dishwashers that use "lawn sprinkler" washing action.

**Here's why James holds more dishes:** the patented "Wall-of-Water" action allows parallel racking, the most compact and efficient way of loading dishes.

**No hand dishwiping.** Hard water conditions cause spotting; only James has a built-in water softener to help you eliminate spotting.

**Hospital approved.** James is the only dishwasher used to wash hypodermic syringes in hospitals.

**And, James sterilizes so thoroughly,** even baby bottles are safely washed. Only James has 180° Sterile-Dry\* cycle.

**Do you rent? James is mobile--works** anywhere. Moves when you move.

**Even delicate crystal is safe,** snugly racked in space-saving rows.

**James costs \$100 to \$200 less** than installed dishwashers it easily outwashes. So why hand wash another dish, when you can own a truly automatic dishwasher for as little as **\$199<sup>95</sup>**

Sterile-Dry and water softener extra.

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**Only installed dishwasher that fits 18" cabinet space.** New James can also be matched to any kitchen finish by exclusive new James front panel. Ask your dealer to see James' new portable food disposer, too!

**JAMES**  
Dishwashers and  
Portable Disposers



**NEAT STREET** in Canton was along the route over which Chinese hosts led Laborite visitors, taking great pains to point out how clean everything was.

## LABORITES IN LOTUS LAND CONTINUED

in weird wines, nearly every conceivable world figure was toasted, including the principal actors in the Geneva conference and a few of the bit players as well. But not one American was included in the long roster. Anti-Americanism was the constant refrain, especially abuse of the American embargo.

As the recipients of the New China's official cordiality and as the most rarefied of V.I.P.s, Attlee and his colleagues automatically escaped the minor annoyances and frustrations that await lesser visitors to the bureaucracy-ridden New China.

But the overzealous Red Chinese did seem to trip themselves up in arranging two features of the Laborites' itinerary. The first of these was a supposedly model jail near Peking. The British visitors dutifully inspected the tidy cells, sniffed at the fragrant stew held out for their inspection and observed the off-duty prisoners at play in the compound. The accent was on the workshops and printing presses, the textile looms and wool-carding departments. Here were half-naked men working with a ferocious determination and concentration such as I have never seen elsewhere. The way in which they went through a sort of drill, shuffling and moving to a pattern, was first impressive and then frightening. It was like a speeded-up film made by some satirical director bent upon exposing the soullessness of big business.

Then came the chief warden's casual revelation: about two thirds of the several thousand men and women in the jail were political prisoners; and many of the political prisoners were under sentence of death.

We began to understand the prisoners' total absorption in their tasks. It was explained that the death sentence was held in abeyance for a two-year period in order to see if the prisoner "truly and sincerely would see the error of his ways and genuinely embrace the concepts of the People's New China." If he did, the prisoner could expect commutation of his sentence to life imprisonment.

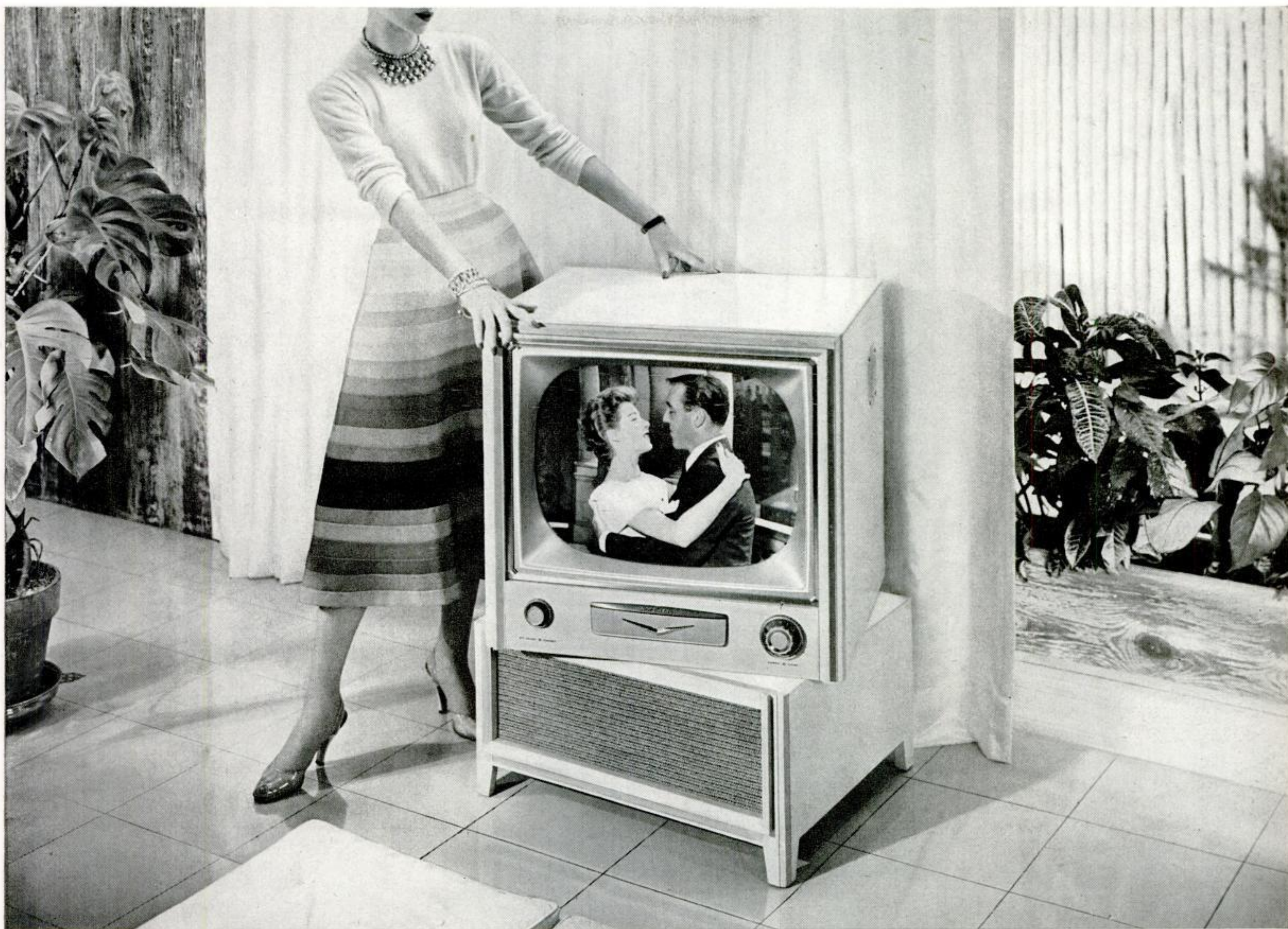
It would not have been particularly slick propaganda in any case to use political prisoners as a model exhibit for British politicians. But to show a group of staunch trade unionists these men working off their death sentences with sweatshop labor seemed a sizable Chinese blunder.

The second gaffe came when we made a day-long stop at the coal mines of Tangshan. This was a peculiar choice for a visit anyway because the mines had been constructed in 1912 by British capital and run for many years by the British. Unfortunately, in view of all the talk about Sino-British cooperation during our visit, the British management had been entirely squeezed out, and the last Briton had packed his bags in 1950. I don't know what the Chinese said to the Laborites about the mine's origins, but in the whole of a long day of explanations and inspections none of the reporters heard a single reference to Britain in connection with the mine. Instead there was lavish praise for the Soviet coal-cutting machinery which has been installed, and impressive statistics designed to show that under Communist management production had shot up.

As the party took off on the evening flight back to Peking, their plane roared past three squadrons of MiG fighters poised behind earthen revetments. The impression was that Russia, having provided the coal-cutting machinery, was anxious to safeguard it.

CONTINUED ON PAGE 50





Here's TV you can place anywhere! RCA Victor 21-in. *Carrol*. Grained mahogany finish; grained limed oak, slightly higher. Model 21S526, \$359.50

## It has 3 speakers! It swivels! And it's new RCA Victor TV!

**Luxury television!** Yet it costs you only two or three dollars more per month than the lowest priced TV console.

And look what these few dollars buy you! They bring you TV's newest and brightest ideas in a set like RCA Victor's new 21-inch *Carrol*.

Here's TV you can see—and hear—from anywhere in the room. The *Carrol* turns on its handsome base . . . with the greatest of ease. You get *room-wide sound*, too. *Three* great speakers—one on each side and another in front—fill the room with the most magnificent sound you've

ever heard from TV. The *Carrol* is a conversation piece—and a showpiece! It blends perfectly with every décor.

**Advances like these** are typical of the exciting TV now at your RCA Victor dealer's. Every set gives you RCA Victor dependability—new "Easy-See" tuning dial with readability stepped up 59%—new "Magic Monitor" chassis. And on all models from \$199.95 up, you get the new "All-Clear" picture with 212% greater picture contrast!

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**New "All-Clear" Picture** now on RCA Victor 21-inch television priced as low as \$199.95! New 21-inch "*Medalist 21*" (above) has new "Easy-See" VHF tuning dial (with 59% greater readability). Ebony finish. Matching stand, extra. Model 21S501. \$199.95.

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**TOP VALUE • PEAK PERFORMANCE • AT EVERY PRICE LEVEL • \$149.95 to \$500**

Suggested VHF list prices shown subject to change without notice; slightly higher in far West and South. UHF optional at extra cost.



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*It's so true!*

because Alligator is  
the "coat you'll live in"



at just \$8<sup>50</sup> to \$49<sup>75</sup>

Slip into an Alligator, and you sense that certain something... that particular versatility that only Alligator brings you for smart, comfortable wear in any season, any weather, anywhere you go! You'll know why it's so true—it's the "coat you'll live in"—rain, sun, cold! This usefulness and proud elegance is yours in classic gabardines... or other water repellent processed fabrics in smart pattern and color variety. There's an Alligator for you, \$8.50 to \$49.75.

#### Famous GOLD LABEL

**America's Most Wanted Gabardine** shown left. Luxuriously tailored of finely woven all wool worsted. Water repellent processed. A great value at \$40.75. Also 50% Dacron\*, 50% Wool Worsted Gabardine \$40.75. Rayon and Dacron \$29.75.



#### Alligator Lightweight

Perfect coats for rain, wind, chill

Alligator Travelweight, shown above, is typical of Alligator rainwear... so smart, light and comfortable for threatening days, chilly evenings. Super water repellent—super value \$19.75. Trench model \$20.75. Other Alligators, water repellent or water-proof... from \$8.50.



Alligator Waterproof Featherweight... won't stick, crack or leak... balloon cloth completely impregnated for absolute water-proof protection \$12.50.

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\*DuPont's Polyester Fiber



**MINERS' CLOTHES** of dubious fit were worn by Bevan, Phillips and Watson as hosts showed them through coal mine expropriated from British firm.

#### LABORITES IN LOTUS LAND CONTINUED

The joker in the Tangshan pack did not emerge until after the party was back in the capital. An official announcement in the *People's Daily*, the *Pravda* of Peking, revealed that a "saboteur" in the Tangshan coal mine had been tried by a summarily convened "people's court" and publicly shot. This had happened only a day or two before the British Labor delegation, all smiles and bonhomie, had called in state. The Chinese must have known that for a Laborite delegation to thus appear to sanction a brutal execution by turning up only a few days afterward was very poor public relations for all concerned.

But in the matter of public relations the Laborite politicians proved themselves somewhat more inept on this trip than their Chinese hosts. From the representative of the London *Daily Worker* right across the spectrum of political opinion to the *Times* man, the seven correspondents were united in bitter denunciation of the Laborites' high-handed dealings with the press. The man on whom most of the criticism fell was Morgan Phillips, general secretary of the Labor party. Although it was Phillips who claimed the credit for persuading the Chinese to issue visas for the reporters in the first place, it was also Phillips who decreed that under no circumstances would the reporters be allowed even to accompany the delegation in the same plane or train. So the Chinese authorities were forced to lay on everything twofold—separate railway accommodations from Mukden to Anshan, two special planes from Peking to Mukden, two more special planes from Hangchow to Canton.

The lack of peaceful coexistence between the two parties of Britons was probably heightened by the fact that the reporters could regard the Laborites as competitors; nearly every member of the delegation was sewed up with one or more contracts to report the trip for some publication.

Probably the most glaring instance of the delegation's unhappy press relations occurred after the Mao interview. On Tuesday, Aug. 24, as the climax to the entire visit, the Laborites were granted a three-hour full-dress audience with the head of Red China in a sumptuous room in the Forbidden City. Soon after that, while the Laborites maintained their normal tight-lipped silence, the press corps through a lucky break got the details of Mao's four-point "plan for peace." What the Labor people had said in reply our informant did not know. They themselves would not say. Even next day, when to his discomfiture Phillips learned that the Mao statement was out, he refused to give the Labor side of the picture.

So newspaper readers across the world were left with the image of a row of Laborites listening in respectful silence while Mao

CONTINUED ON PAGE 52



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*—the modern coffee  
made especially to  
give you consistently  
better flavor  
than ground coffee!*

Yes, it's truly tastier coffee! Nescafé's® scientific controls bring out the consistently fine flavor no home-brewed coffee can match! Just add water, it gives you delicious coffee every time. Nescafé costs less than ground coffee, too. Try it today!



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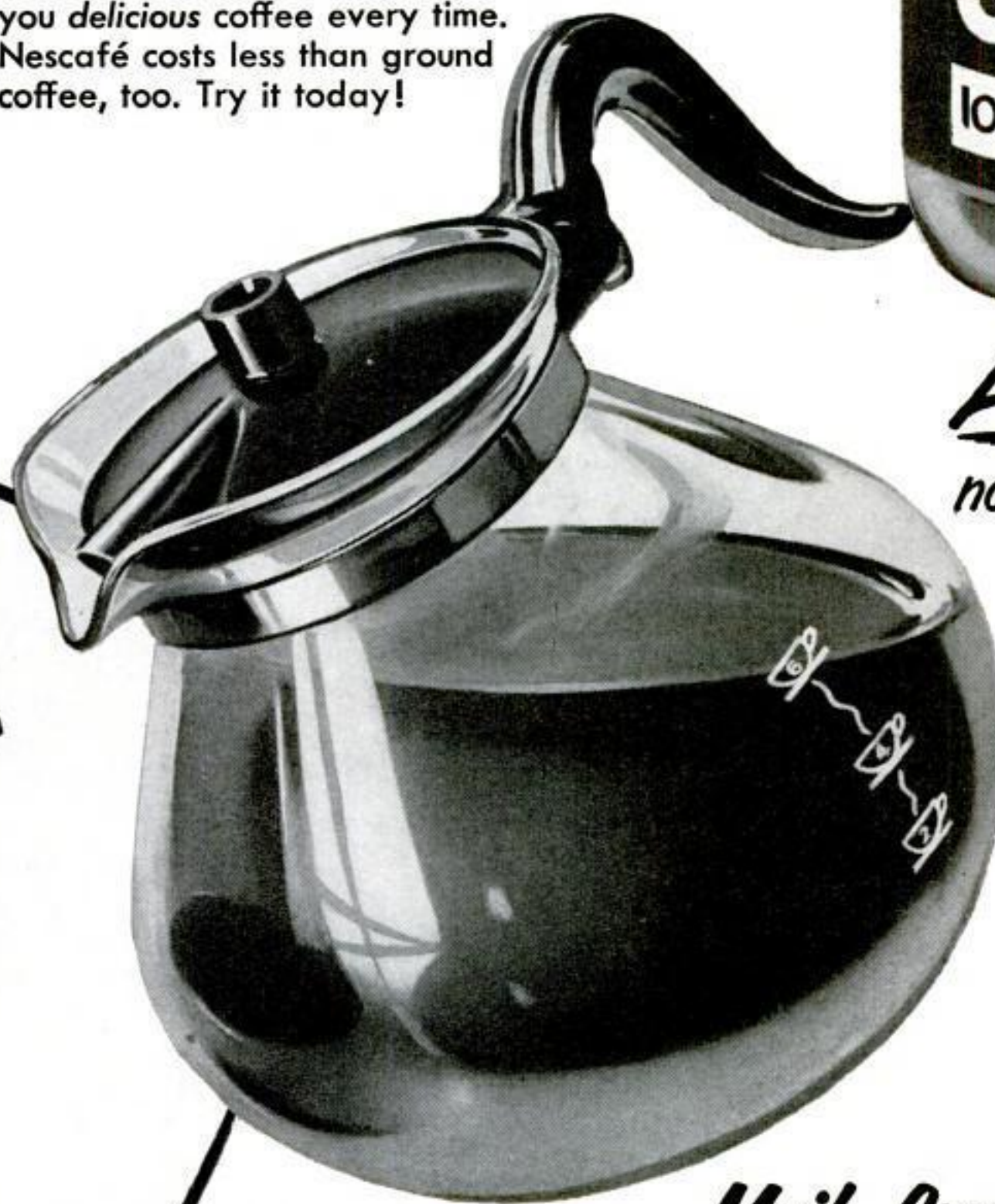
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to help you enjoy this tastier coffee

**SILEX FAMILY  
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**\$2.85** *value* **\$1.00**  
*for*

and paper inner seal  
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Mail to: NESCAFÉ, Box 5, New York 46, N. Y.

Enclosed find \$1.00 and complete paper inner seal used to seal the top of either size jar of Nescafé 100% pure Instant Coffee. Please send me Pyrex brand glass coffee maker with handle and snap-on cover, made to sell for \$2.85. Makes 6 cups.

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**LADY LABORITE** Dr. Edith Summerskill, tireless social worker and only woman in delegation, met subjects of New China near historic Peking temple.

## LABORITES IN LOTUS LAND CONTINUED

stated his terms. It was not until nine days later that Attlee himself in a Hong Kong press conference finally revealed part of the Labor comeback. It turned out that Attlee had asked Mao to pass on a few suggestions to the Russians, including ones that the satellites be given autonomy and that subversive Communism should be curbed in countries outside the Soviet bloc.

Throughout the whole trip Attlee plugged away in his public speeches and private talks at two themes: "peaceful coexistence" and the possibility of vast and lucrative trade between Britain and China. While this theme might appeal to many British workers and businessmen worried about dwindling markets, it appealed to the Red Chinese even more. Bound up, emotionally as well as practically, with the matter of expanding trade is what Chinese term the "so-called embargo" on shipping strategic goods to China. Here it was easy to make America the villain again—rich America selfishly refusing to let Britain do business when she gets a rare chance. It became known during the visit that at least one member of the delegation was all in favor of drastically cutting down the embargo list so that it would include only actual "instruments of direct war" such as guns and tanks.

Lu Shu-chang, the genial, square-jawed boss of the European affairs department of the Foreign Trade Ministry, revealed what China needs most at the moment. He told Attlee that he would like to see Britain resume her "traditional exports"—such things as industrial equipment, electrical generating plants, raw materials and heavy transport equipment—locomotives, steamers and great fleets of trucks.

But behind all this talk remained two unpleasant questions: What would China ship to Britain in exchange? How can Britain happily talk of negotiating great new trade arrangements with a country that is still in the process of grabbing and squeezing the remnants of former British commercial greatness?

Asked what China would ship to Britain in exchange for Britain's "traditional exports," Lu mentioned such items as tobacco leaves, frozen meats and canned foods, rice, eggs, tea, silk and bristles—not an inspiring list when considered in relation to locomotives, trucks and power plants.

The other awkward matter is the shabby tale of what has been happening to British commercial interests in Shanghai since the 1949 "liberation." For five years British interests have been undergoing a politely remorseless squeeze that will finally leave firms with more than a century's tradition in the China trade with nothing to show for their £300 million worth of tangible investments and intangible goodwill. With most of these firms it is now simply a question of paying blackmail to obtain exit permits for the "responsible persons" who still linger on in the ghostly facsimile of the Shanghai that was.

There have been countless little meannesses and nastinesses inflicted on these Britons. One old firm has for the past two years been trying to get permission to send back to Britain the silver loving cups donated by its founder—offering any designated foreign currency as payment for these not intrinsically valuable objects, and not so far getting permission. An English

CONTINUED ON PAGE 55



FALL TIME  
IS  
PLANTERS  
NUT TIME



MR. PEANUT

# PLANTERS Fall Fiesta

They taste so good...

Crisp—tender—roasted to delicious perfection—the flavor and goodness of PLANTERS COCKTAIL SALTED PEANUTS are loved the world over. Vacuum-sealed—oven-fresh.



Full  
8 Ounces

Tastes so good...

PLANTERS JUMBO BLOCK, pure peanut candy at its wholesome, delicious best. Still only 5¢!



**HERE** in many forms for your enjoyment, are the world's most famous peanuts—America's favorites. For fall parties—for fall good eating—look for all these famous PLANTERS products at your favorite store. And remember—your service man *loves* PLANTERS.

They taste so good...

The famous "Nickel Lunch" ... still only 5¢ ... energy, proteins, vitamins, plus.

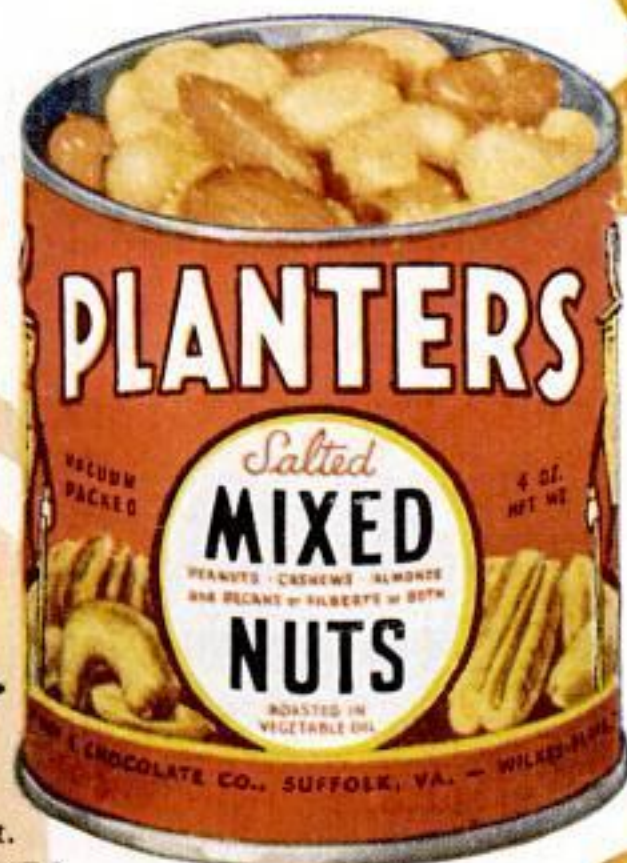


Makes  
everything  
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The truly all-purpose cooking and salad oil—for better deep and pan frying—salads—baking. No peanut taste—but it makes the flavors of other foods seem even better! Get PLANTERS COOKING and SALAD OIL today.

Taste so good...

PLANTERS genius lies in bringing out the rich, distinctive flavor of every nut they roast. Try PLANTERS CASHEWS, ALMONDS, PECANS, MIXED NUTS.



Tastes so good...

New super-smoothness—spreads so easily. True, rich old-fashioned peanut flavor. No oil separation. Only peanut experts can make Peanut Butter like PLANTERS.

These PLANTERS Products are also made in Toronto and sold everywhere in Canada

**PLANTERS** is the word for <sup>good</sup> **PEANUTS**





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The new Thor Automatic Washer and the new Thor Automatic Clothes Dryer match perfectly in design and in performance. Beautiful complements to the modern kitchen or laundry room!

**See sensational demonstration:  
"WATCH THE DIRT GO BY"  
at Your Local Thor Dealer**

## A new Thor Automatic Washer at a *New Low Price!*

**You expect great things from Thor**—but now Thor comes up with the greatest washer value ever!

**Expect to be amazed** when you look at the features — and when you look at the new low price! For instance — no other washer, regardless of price, lets you pre-set the temperature of *both* the wash water and the rinse water! And what economy! Actually washes a full load of clothes, using as little as 5 gallons of hot water!

**If you want de luxe features** plus money-saving performance — see a demonstration of this great new Thor. See your Thor Dealer now!

THINK OF VALUE...THINK OF



THOR CORPORATION, Chicago 50, Illinois





**MEETING WITH MAO** was high point of Laborites' visit. Here emerging from Forbidden City reception room are (left to right) Bevan, Attlee, Mao.

#### LABORITES IN LOTUS LAND CONTINUED

couple who adopted a Chinese baby through completely legal channels are now, on the eve of their departure, being told that they cannot take the child with them.

These isolated Britons waiting it out in the British community in Shanghai were none too happy over the fact that Attlee met them only briefly at a cocktail party given by the British consul, Allan Veitch (he has never been recognized by the Chinese and often fails to get letters addressed to him as "British Consul"). The businessmen's contacts with Attlee and his colleagues were as limited as contacts invariably are at any cocktail party, although Attlee was heard to produce one of his rare jests. Struggling to light his pipe with the notoriously erratic Chinese matches, he observed, "These things remind me of Chinese labor unions—they never strike."

Throughout the long and hustling trip Attlee remained remarkably spry and lively for a 71-year-old, making his speeches in his typically dry, rather metallic voice and contriving somehow always to give the impression that he was still in Parliament. But on one occasion he shamelessly cut and ran, to the enormous envy of everyone else. The Indonesians in Peking gave a great banquet, followed by a seemingly interminable entertainment, full of symbolic Javanese girl dancers, mad drumming and the clash of bells. Before the curtain went up on this off went Attlee, leaving Chou En-lai to close the ranks at the head table and Attlee's faithful henchmen to bear the brunt. When at long last the gongs were stilled and the dazed company rose, Aneurin Bevan was asked if he did not now feel some slight sympathy for what Western diplomats in Peking must endure. Replied Bevan, "I certainly do, old man. Now I realize that you chaps aren't really stupid, but only numb."

The ordinarily plain-living Laborites had a difficult time accustoming themselves to the Chinese banquet routine, with its endless too-exotic dishes and strange wines either startlingly sweet or shudderingly sour. More than once I saw one or two sitting with drooping eyelids. Usually the conversation did not exactly bound along, despite the cheery and encouraging Chinese government interpreters (who spoke with American accents). Public dinners were apt to degenerate into long silences broken only by the swish of sandalwood fans and the clink of glasses as all leaped to their feet to toast "peaceful coexistence."

In these circumstances it was perhaps understandable that the official interpreters to the British party, Lord and Lady Lindsay of Birker, each bore a permanent air of harassment. Lindsay, the son of a famous master of Balliol College, Oxford, got to know Chou En-lai and Mao Tse-tung well while attached to the Communist

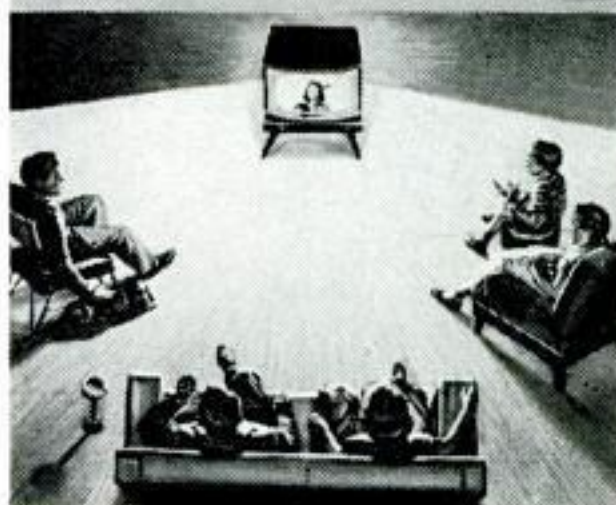
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**ANOTHER EXCLUSIVE ENGINEERING  
MIRACLE FROM EMERSON!**

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you want in one set  
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**SEE IT FROM ANY ANGLE!**

**It's light...It's compact!**

**Carry it anywhere!**

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**These EMERSON TV Triumphs make YOUR second set possible!**



**MOST COMPACT SET EVER...**

slimmest, trimmest cabinet ever designed...with a powerful, built-in antenna. This new Space-Saver is so easy-to-place in your home—so easy to shift around.



**FULL-POWERED CHASSIS...**

peak performance, everywhere! One knob gets full fidelity sound and picture automatically! Assures best monochrome reception of all programs, including color!



**CURVED WIDE SCREEN...**

viewers even way on the side enjoy a picture so clear, so sharp...they'll think they're at the movies. Curved wide-angle Cinevision screen makes this possible.



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in 4 rich finishes to blend with your decor...ebony, walnut, mahogany, limed oak! The front is all screen. Side controls are elevated, easy to see and reach!

Choose from over 60 distinctive 17", 21", and 27" models priced from \$129.95

Prices slightly higher South & West



**New!**  
Two full-fidelity speakers  
in one compact radio.  
Twin-Speaker Full  
Fidelity Model 812, \$29.95

**SHOP—LOOK—LISTEN—AND YOU'LL BUY**

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EMERSON RADIO AND PHONOGRAPH CORP., N. Y., U. S. A. \*REG. U. S. PAT. OFF.

**Over 15,000,000 satisfied owners prove Emerson is America's Best Buy!**





## Feed your dog like this Dash-fed champion!

Champion Salilyn's King Arthur—a beautiful Springer Spaniel—is kept happy and healthy on a diet of Dash! Your dog, too, deserves Dash. Dash is *fortified* with *liver*—richest of all meats in protein, minerals and vitamins. These essential nutrients are supplemented with the proper amounts of carbohydrates and natural fats to make Dash a *complete* dog food—to help your dog look and feel his best—all of the time. Start feeding Dash tomorrow and see how quickly and *how much* an improved diet will help *your* dog.



A product of Armour and Company

### U. S. GOVERNMENT INSPECTED

This seal on every can of Dash tells you it's wholesome and healthful because Dash is prepared under the direct supervision of the United States Department of Agriculture.

# Dash is fortified with LIVER!

CONTAINS CHLOROPHYLLIN—Stops Doggy Odors

## ATTLEE AND BEVAN ON CHINA

*Pronouncements of Attlee & Co. after they emerged from China indicated over-all propaganda gains for the Communists—even though Pravda huffily accused Attlee of repaying "the hospitality of the Soviet people" and the Chinese with "slander." Here are samples of what Attlee and Bevan said in their own written accounts of the trip and in their speeches:*

### ATTLEE

"[I concluded] that the Chinese have no real conception of the law as something quite apart from the will of the Government. . . . In Britain I should regard this as a most disturbing thing."

"[The Chinese] necessarily depend to a large extent on Russian aid. This is quite natural, and is, I think, partly due to American policy, which by seeking to put a *cordon sanitaire* around China naturally throws her into the arms of Russia."

"I believe that the Chinese peasant has got a government that is doing something for him, which is concerned with the prosperity of the peasant, and rests upon the confidence of the peasant population."

"[The West] has nothing to fear from Communist China."

### BEVAN

"Our presence is itself sufficient to show our support for the Chinese People's Revolution."

"We could not have wished for a more courteous or frank exchange of views [with Mao and Chou]. No subject was barred. . . ."

"What is the use of denying United Nations membership to New China and then agreeing to meet her through other means?"

"Until we got on the train to go south, I only saw six flies. I swiped one myself, so there are only five left."

## LABORITES IN LOTUS LAND CONTINUED

armies of Yen'an during World War II. He and his Chinese wife now make their home in Australia but they agreed to go to China for this special occasion. Lady Lindsay translated nervously for Attlee at some of the big affairs.

I remember Lindsay trailing out of the official planes at the very end of the procession to collect the last bunch of gladioli presented by the omnipresent bouquet-bearing tots who skirmished about the periphery of the various welcoming committees. At the Mukden airport there were several particularly trying moments as the delegation made its way Indian file along a 51-man receiving line, each bouquet tickling the face of the Englishman behind as its holder bent to shake hands with the next functionary. The Labor delegates looked for all the world like a group of genial middle-class British tourists—and indeed that was precisely what they were.

There was invariably, according to Attlee, "a cordial and friendly atmosphere." The general tendency was for the Laborites to mention certain things in which the British and Chinese systems were *not* alike—"nevertheless. . . ." The "nevertheless" approach was much in evidence during these 19 days.

Attlee said later that he thought the present government in China is doing great things for the peasants—those peasants who form the huge majority in the 600 million population now claimed by Peking. But how many of the peasants did Attlee and the others ever talk with? Attlee saw them out of the windows of his special train, plodding away in their green rice fields as they have plodded for centuries—half naked, working the treadmills with their feet to pull water up from one level to the next. One could just as well generalize about what the Egyptian fellahin are thinking after a fortnight of looking at the Pyramids, Luxor and a couple of new housing estates near Alexandria.

Attlee & Co. must have realized that Chinese who a few years ago welcomed British friends now hurry off with embarrassment

CONTINUED ON PAGE 58



## More power with less weight makes \$19.50\*

### G-E Portable ideal for all household mixing

Recently, General Electric's designers discovered a way to keep *all* the advantages of the portable mixer and do away with the many disadvantages women have complained about.

This was accomplished by two revolutionary General Electric innovations:

*First*—G-E engineers designed a motor that provides *enormous* power for its weight and size.

*Second*—G-E designers perfected a new cas-

ing—light as a feather, but strong as steel. *And the total weight of the mixer is less than 3 pounds.*

Your local G-E dealer will gladly demonstrate one for you. The price? Only \$19.50. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

**GENERAL  ELECTRIC**

\* Manufacturer's recommended retail or Fair Trade price.



**NO STRAIN TO HOLD.** A rubber base guard lets you rest this mixer on the edge of the bowl. Thus the weight is supported by the bowl instead of by

your hand, removing all arm strain. Speed Selector, with 3 mixing speeds, is at your fingertips—gives you the right power for each job.



**SETS DOWN LIKE A HAND IRON.** Mixer stands up on its special rest—so drippings fall back into the bowl, not on the work counter.



**HANGS UP LIKE A SAUCEPAN.** A handy keyhole slot lets you hang it up where it's always ready at hand yet never in the way. Beaters are easily released by handy beater ejector for cleaning and storage.



**GOES TO THE FOOD.** Instead of having to take the food to this new mixer, you can take it where the food is—use it to mix at the range while you cook.



# GET Better Shaves USE Fewer Blades!

because all 3 **MENNEN SHAVE CREAMS**  
wilt toughest whiskers extra soft!



Want easier shaves? More comfortable shaves? Closer, long-lasting, more economical shaves?

Then you want one of the 3 great Mennen Shave Creams — Lather, Brushless, or Lather Menthol-Iced. No other shave creams give you such shaving comfort — and this big bonus: they actually make razor blades last longer!

Even the best razor blades get dull quick if they must cut tough, unsoftened whiskers. But the special beard-

softening action of Mennen Shave Creams makes soft work for any blade — keeps blades sharp longer!

#### PROVE IT—AT OUR RISK!

Buy a tube of Mennen Shave Cream today. Test how many good shaves you get per blade. If you don't get more good shaves per blade with Mennen than you are getting now, mail us the unused portion of the tube — we'll refund your money in full.

THE MENNEN COMPANY, MORRISTOWN, N. J.

**MENNEN**  
makes  
all 3



(Also available in Canada)

Lather Regular 35¢ and 53¢ • Brushless 31¢ and 47¢ • Lather Menthol-Iced® 53¢

**MENNEN** *shave creams* **FOR MEN**

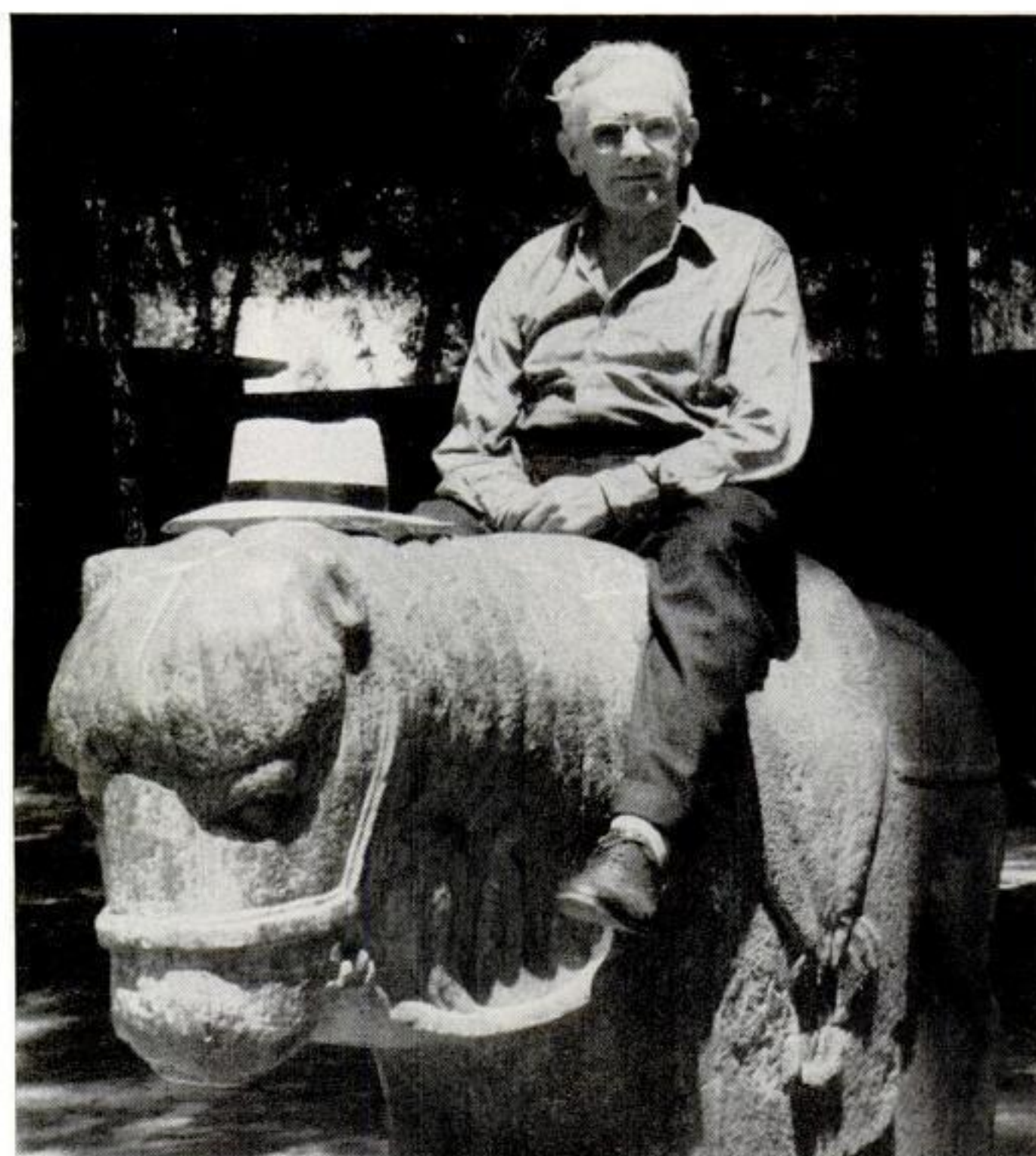


**BOUQUETS AND APPLAUSE** greeted touring Laborites at every stop. Here at Peking airport Attlee keeps tight clutch on a limp bunch of flowers.

#### LABORITES IN LOTUS LAND CONTINUED

when they spot them on a Peking street. The delegation must have learned that the new education includes three hours weekly at every university of compulsory orientation in Communism. Everyone seemed to agree that although Mussolini made the trains run on time, it is Mao Tse-tung who has apparently abolished the housefly. And the trade unionists in the party have now found out for themselves that a worker can get shot after a summary trial in a Chinese coal mine.

Whatever the Laborites learned, the greatest benefits from their tour undoubtedly went directly to their hosts and themselves. True, the Mao interview did serve to remind the free world that that leader was just as alive and truculent as ever. The trip gave Peking its best chance to attempt to split Britain and America on Asia policy. As for the Laborites, they are headed back for their annual party conference at Scarborough this month well pleased with their "study." It was an original and flamboyant trip—one well calculated to take some of the play away from Churchill and the Tories. From now on, at least so far as their partisans in Britain are concerned, they are the West's wise men about the East's strong men. But more than anything else, the trip provided propaganda for all concerned, propaganda that all the world will hear for some time to come.



**BRITON ON A BEAST**, Labor Party Chairman Wilfrid Burke perches atop a stone horse at memorial to an 11th Century Chinese general in Hangchow.



Take it easy... be an  
"absentee cook"!



Insulizer Walls keep your  
kitchen cooler!



A range with 24-inch oven... fits  
a tiny kitchen!



*More quality... More value from RCA!*

# RCA Estate Ranges GAS OR ELECTRIC

**20 models... for every kitchen, every budget! Designed and built by RCA  
to outperform any range you ever saw! And priced as low as \$149.95!**

You'll save hours of work, enjoy years of easier cooking on your new RCA Estate gas or electric range. And you can select the model that's exactly right for *your* kitchen, *your* budget, your own cooking needs. Compare the advanced features for extra convenience. Notice the practical beauty of these ranges that damp-wipe gleaming clean in a jiffy.

No dirt-catching cracks or corners. Yes, here's *everything* you want in a range! And remember, they're by RCA... your assurance of highest quality and values that challenge comparison. See the wonderful new RCA Estate Ranges at your dealer's now! *RCA Estate Appliance Corporation, Hamilton, Ohio. A Radio Corporation of America Subsidiary.*

Choose from these and many more RCA Estate Ranges



Gas Model 5591.



Electric Model 5512.



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Gas Model 5597 CP.



Electric Model 5532.



**30-INCH  
Space King  
WITH "SUPER-SIZE"  
24-INCH OVEN**

Now you can turn out big-party meals with ease, in a range only 30 inches wide. This stunning, fully automatic model is built to CP standards. Custom-styled electric clock controls oven and timed appliance outlet, has built-in Minute Alarm. Fingerlift broiler.



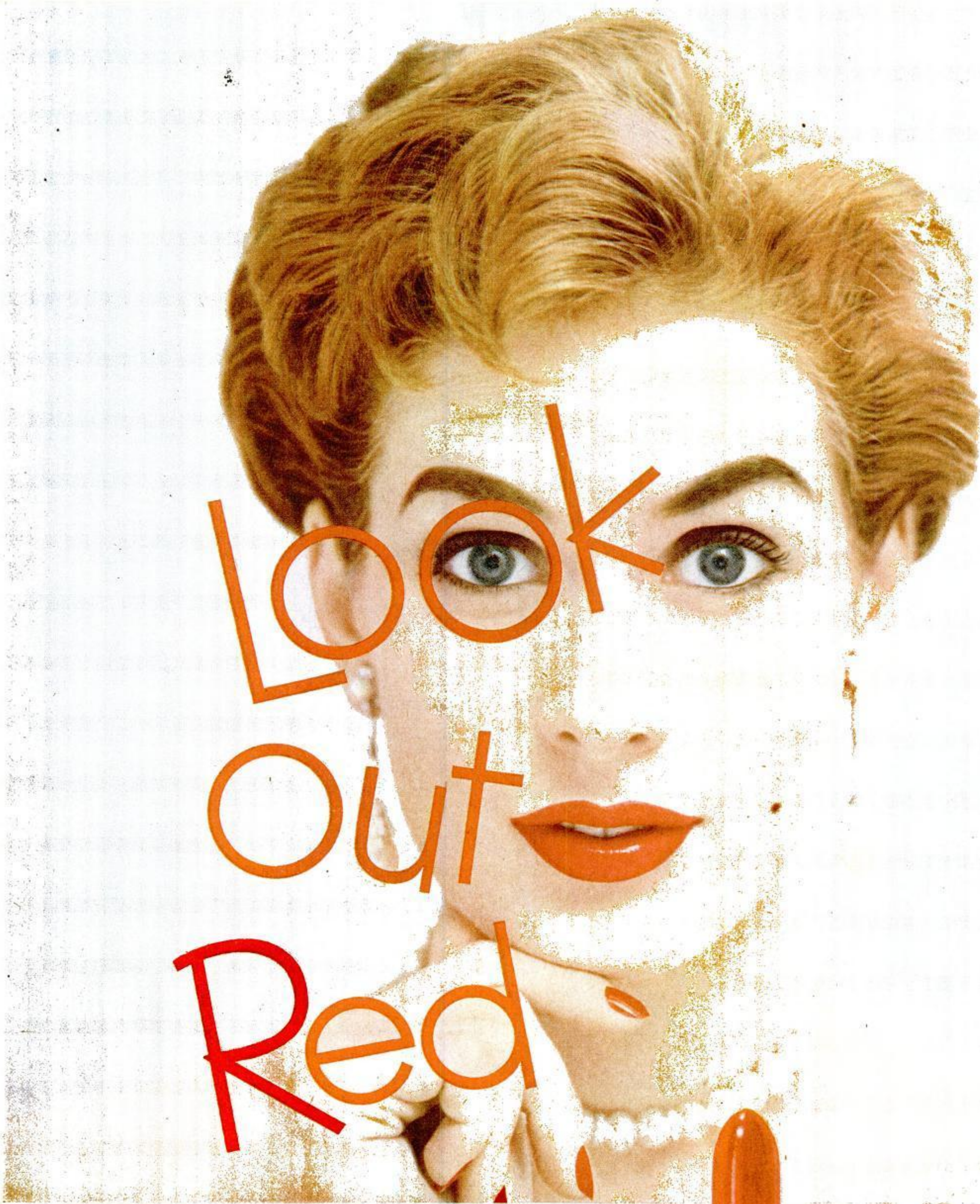
CP Gas Model 5567.

Suggested retail price shown. All gas models available for city or LP (bottled) gas.

**RCA Estate**  
GAS OR ELECTRIC RANGES

SEE THE SID CAESAR SHOW AND THE LELAND HAYWARD  
COLOR SPECTACULARS, MONDAY NIGHTS ON NBC-TV.





# Look Out Red

Slow down—this is a red you have to see! A bright, blazing, stop-and-look red... hard to miss, but awfully easy to wear. For Look-Out Red is *all* red—no trace of orange or blue—and perfect with every stitch you own. It's a Cashmere Bouquet red that *stays* red and *stays on*—hour after hour!

7 Cover-Girl Colors **49¢** plus tax

## cashmere bouquet

**INDELIBLE-TYPE LIPSTICK**

Super-creamed to Keep Your Lips Like Velvet



**Conover Girls Pick  
Cashmere Bouquet**

Advice from the Beauty Director of the Conover School: "Use a lip brush for a sharp, clear outline. Then fill in with short, down strokes of your Cashmere Bouquet lipstick."

*Candy Jones*





LINING UP BY CLASSES, CHILDREN PLAY "CLAP YOUR HANDS" BEFORE NEW BUNGALOWS WHOSE ROOFS HAVE BEEN JOINED TOGETHER TO FORM BREEZEWAY

# Housing Projects Become Classrooms

## EVERYONE IS HELPING IN SCHOOL SHORTAGE

With a record 35 million U.S. children starting back to school and with a shortage of 370,000 classrooms in the country, harassed public school officials last week were cramming students into church basements, town halls and fire houses. The shortage of facilities was most critical in new, mushrooming suburban communities, but in some of them the local builders came to the help of school officials: they offered to lease some of their new houses as schoolrooms, changing them into dwellings when the emergency is over.

In the Linda Mar development 15 miles south of San Francisco the builders rented 11 bungalows (*above*) as schools for \$850 a month. At Centereach on Long Island, N.Y. builders rented 10 homes, none of them built when lease was signed on Aug. 9. Contractors and crews worked overtime and weekends, and by the opening of school the houses were at least up (*right*) even if they were not fully equipped.



TRUDGING THROUGH SAND, pupils spend recess by taking walk with their teacher. However,

land is now being cleared and equipment ordered for playground across the street from the cottages.



Jewelry by  
C. D. Peacock,  
Chicago



Fine point and regular  
Gold-filled, as illustrated, \$10  
other styles at \$3.95 • \$5.00 • \$7.50  
Each beautifully jewelry-boxed

TREASURE IT...BUT DON'T CODDLE IT

**MORSE** *flo-ball*

THE MOST USEFUL PEN ONE CAN OWN

Exquisitely styled, the new MORSE Flo-Ball is indeed a pen to cherish,—but in all its high quality there is a usefulness that makes it your most convenient writing companion. MORSE Flo-Ball is above all else a writing gem,—a jewel-crafted ball pen that instantly obeys every writing impulse,—a balanced pen that feels perfect in the hand,—a trustworthy pen that never disappoints. It's new! It's marvelous! Everyone on your gift list will be thrilled with it!

At better jewelry, department and stationery stores

LOOK FOR THE RUBY-RED BALL ON THE CLIP  
FLO-BALL PEN CORP. HOLLAND, MICHIGAN

## CLASSROOMS CONTINUED

### FIRST DAY AT LINDA MAR



ADJUSTING DESKS, workmen are still putting in the "furniture" when children arrive for the first day of school at the Linda Mar housing project.



FINISHING FOUNTAIN, plumber (left) leaves job at recess and the children give it a good workout (right) in the absence of other play equipment.



SMOOTHING DIRT in cottage's front yard, a tractor visible through the house's picture window distracts some of the children from their teacher.

CONTINUED ON PAGE 66



# OLD CROW ALMANAC

FALL  
1954

Being a collection of epigrams, witticisms  
and information of general use and interest.

Published to inform and delight whiskey  
fanciers among farmers and city-folk alike.

★ ★ ★ ★ ★ SUNSHINE GALORE...JACK FROST AT THE DOOR ★ ★ ★ ★ ★

## Sen. Henry Clay's Punch Recipe For Congenial Gatherings

WHAT HENRY CLAY didn't know about politicking you could put on the tail of a coonskin cap. He knew well how to win folks over to his camp and he won them over best when they could partake of some of his famous Kentucky hospitality. This included a special punch he conjured up himself, which went as follows:



HENRY CLAY

### Sen. Clay's Kentucky Punch

2 gals. of water 1 qt. gum-arabic  
2 gals. J. & C. Crow's Bourbon Whiskey  
2 ounces time of orange peel  
2 ounces time of lemon peel  
1 ounce time of gentian  
1/2 ounce time of cardamom  
April 20, 1851

## Time to Blanket the Petunia Bed

Or, average dates when first killing frost arrives in your city

Helena, Mont. Sept. 29	Omaha, Neb. Oct. 15	Richmond, Va. Nov. 2
Concord, N. H. Oct. 3	Toledo, Ohio Oct. 18	Raleigh, N. C. Nov. 5
Duluth, Minn. Oct. 5	Chicago, Ill. Oct. 19	Tucson, Ariz. Nov. 9
Denver, Col. Oct. 10	Santa Fe, N.M. Oct. 19	Macon, Ga. Nov. 14
Spokane, Wash. Oct. 13	Boston, Mass. Oct. 26	Portland, Ore. Nov. 21
Albany, N. Y. Oct. 15	Harrisburg, Pa. Oct. 28	Del Rio, Tex. Nov. 27
Detroit, Mich. Oct. 15	Evansville, Ind. Oct. 29	Oakland, Cal. Dec. 29

## The Moon and Time for Good Whiskey-Making



JAMES CROW

IN THE old Kentucky frontier days everyone went around saying:

"Mix your mash in the moon's first quarter, And your whiskey will taste just like it oughter."

Of course, if there was a spell of cloudy weather that hid the moon's first quarter no whiskey got made that month. Which was probably a good thing, because most distillations in those days were fit to fill neither cup nor watering trough.

To all of this moon-made uncertainty, James Crow put an end in 1835 when he brought pure science to the art of whiskey-making, and established Kentucky whiskey as the finest made.

Plough deep while sluggards sleep, and you shall have corn to sell and to keep.  
—BENJAMIN FRANKLIN.



GENERAL MORGAN

## Famous Confederate General's Letter

GEN. JOHN HUNT MORGAN, in time of peace a southern gentleman, in time of war leader of Morgan's Raiders, once wrote a friend: "Let me know how I can get some Old Crow whiskey to you. The return mail will carry you a demijohn . . ."

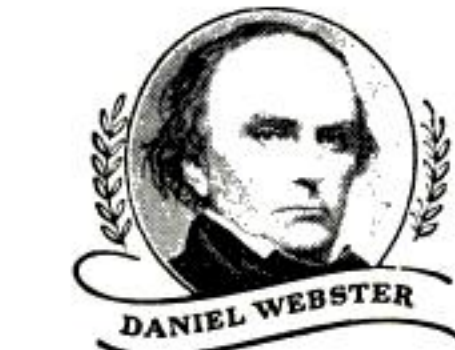
(John Hunt Morgan to Dr. Henry Fox, Lexington, Ky., 2 Jul. '58.)

## A TOAST

Here's to the three great American birds!

May you always have one on your table, one in your pocket and one in your glass—the turkey, the eagle, and Old Crow!

"The Greatest Name in Bourbon"



DANIEL WEBSTER

## Daniel Webster Said It First

OLD DANIEL WEBSTER thought quicker and spoke up louder and clearer than most of the other talking men of his day, so he got to be the first one to say a lot of famous things. For instance, he was first to say: "Liberty and Union, now and forever, one and inseparable." He also was the first famous American to call James Crow's bourbon "the finest in the world" and all the other prominent citizens who were thinking just that kicked themselves real hard for not saying it before Mr. Webster did.

## A WARNING to Counterfeiters and Name Stealers of the 1890's

"The courts have issued more than 1800 writs and cease and desists against would-be imitators of the Old Crow name and label. YOU WILL NOT SUCCEED EITHER. Also, no matter how genuine your label looks, you cannot imitate Old Crow's quality, and if the law doesn't find you out, the public will."

# MILDER LOWER-PRICED BOTTLING OF OLD CROW SETS HISTORIC RECORD!

Introduction of lighter, 86 Proof bottling as a companion to the world-famous 100 Proof Bottled in Bond produces greatest demand in history for "the greatest name in bourbon"!

Rarely has any whiskey achieved such tremendous success in so short a time as has 86 Proof Old Crow! Today, more millions than ever insist on Old Crow—86 Proof and 100 Proof—and enjoy the finest Kentucky bourbon ever put into glass!

## NOW—TWO GREAT BOTTLINGS!

### 86 PROOF

Kentucky Straight  
Bourbon Whiskey  
Celebrated Old Crow—  
lighter, milder, lower in  
price than the 100 Proof  
Bottled in Bond.

### BOTTLED IN BOND 100 PROOF

Kentucky Straight  
Bourbon Whiskey  
The most famous of  
bonded bourbons avail-  
able as usual.



## How You Can Uncover History — And Make It Pay

IF YOU would like to experience the thrill of uncovering history, and be paid for it besides, then you'll want to join the public search for historical information about Old Crow, today. Look through old newspapers and letters, books,

family histories. If you should find anything about Old Crow's history there or anywhere, write immediately to the Old Crow Historical Bureau, 149 Madison Avenue, N. Y. You will be well paid for any acceptable information.

## WHAT MARK TWAIN SAID ABOUT WHISKEY; and what he didn't say about the weather!

MARK TWAIN never said, "Everybody talks about the weather but nobody does anything about it." Man named Charles Dudley Warner, of Massachusetts, did. But here's something that

Mark Twain did say.

Seems like Mr. Twain paid a visit to the Old Crow Distillery, ordered twenty-five barrels for his favorite tavern in Elmira, New York, and, on returning, would frequently ask the bartender, "Lou, which barrel are we using now?"

THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KY.



New youthful glamour  
awaits your beauty zone\*

with *Life Bras*  
by FORMFIT



If you are one of the 47 out of every 100 women  
who are dissatisfied with the bra they're now wearing,  
know the thrill of wearing the right LIFE BRA!  
Because only Formfit makes bras for every figure need.

Your bustline is as individual as  
your fingerprints. That's why bras  
must be designed in so many styles  
—for the bra that's right for small,  
firm contours will be wrong for the  
full, less firm bustline. And there  
are dozens of variations through  
the A and D cup sizes.

If you are one of the 47 out of  
every 100 not now satisfied, very  
likely your present bra does not fit  
you correctly. Yet you can experi-  
ence the comfort and flattery of a  
perfectly fitting bra! For Life Bras

—available in every style—are de-  
signed by stylists who know a bra  
must fit you—you must not be un-  
comfortably molded to a bra!

There's a Life Bra made to your  
own measurements in Formfit's  
wide, wide selection . . . so try a  
Life Bra next! At all better stores.

*Life Hidden Strip No. 515 . . . new-  
design stitched underbust. Sewn-in  
strips lift you to youthful beauty.  
Nylon taffeta and nylon lace. A, B,  
C. \$4.00.*

**FREE!** "Your Figure Type—What to Do About It." This new, informa-  
tive Formfit booklet shows you how to determine your figure type, and  
how to make the most of it. No cost or obligation. Mailed in plain en-  
velope. Write to The Formfit Company, Dept. F-54, 400 South Peoria  
Street, Chicago.

THE FORMFIT COMPANY • CHICAGO • NEW YORK

CLASSROOMS CONTINUED

## LAST-MINUTE PROBLEMS



**HOOKING PIPES**, a plumber works fast to provide bathroom facilities at Centereach. Partitions were left out of homes to provide large classrooms.



**SHARING DESK**, Joseph Fraticelli, 7, and Michael Clemens, 8, sit together because room was short two desks on opening day.



**ON NEWLY LAID WALK** Jerrilyn Shaw and Elaine Reinhardt wait for a bus at end of class. Builders hoped to have lawn seeded within two weeks.





Modess .... *because*

Only New Design Modess gives you the luxury of a new  
whisper-soft fabric covering . . . no gauze . . . no chafe.

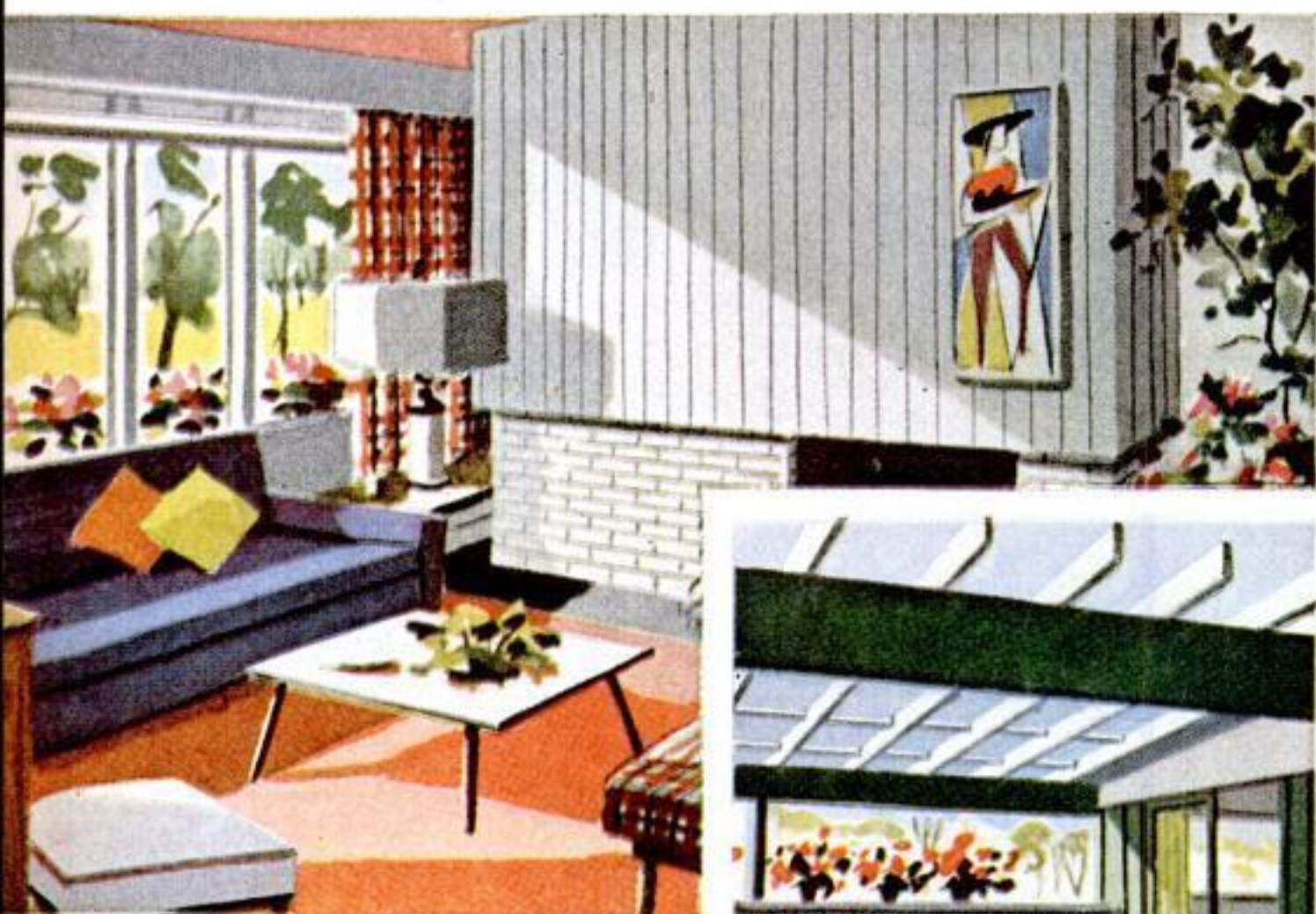
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## 1ST PRIZE

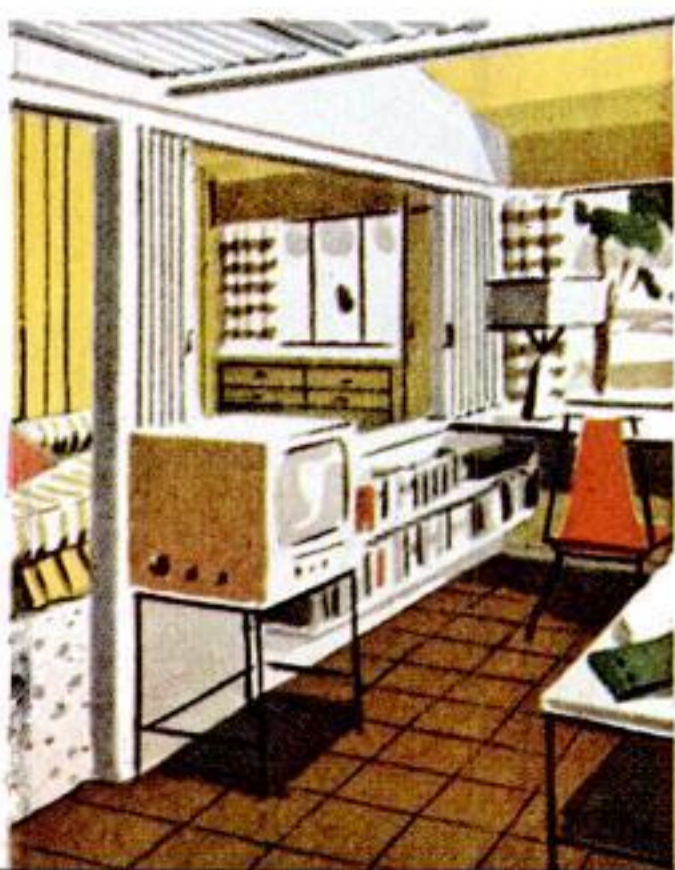
A "Home for All America" built according to Better Homes & Gardens' plan No. 2409 plus \$5,000 cash so you can select your own lot, furnishings, appliances and landscaping. This beautiful home has all the features most families want for easy, modern living, including special activity room, patio-terrace, built-in barbecue. Three bedrooms, two baths. See September issue of Better Homes & Gardens magazine for more pictures and complete description. Watch your newspaper; a "Home for All America" may be on display in your community.



Think of the fun your family and guests will have in this exquisitely proportioned living room, with its dramatic fireplace! Adjacent dining area and kitchen are arranged so that the lady of the house is not cut off from the group while preparing or serving meals.

On your patio-terrace, you'll love the interplay of light and shadow as sunlight filters through the transparent squares in the rafter "roof". There is an outdoor barbecue at cooking height, room for plenty of plants. A gate leads to the car shelter and tool house.

A special "activity" room; how will you use it? It can be a playroom for youngsters, a clubroom for teenagers, a workroom for mother, a TV room. An inside "window" to the bedroom may be closed off when you wish; outside windows command a full view of the outdoor play area.



# WIN a Better "Home for All"

*Easy to do*

Just add a last line to  
this Aunt Jemima Song



According to the Aunt Jemima legend, she sang a little song when she served her famous pancakes. No one ever wrote down the words, but this is about how it went. Somehow the last line got lost in the telling. It's the "lost rhyme". See if you can think of one. It could win you a home of your own!

Now you can watch me  
While I bake 'em,  
But don't you ask me  
How I make 'em.

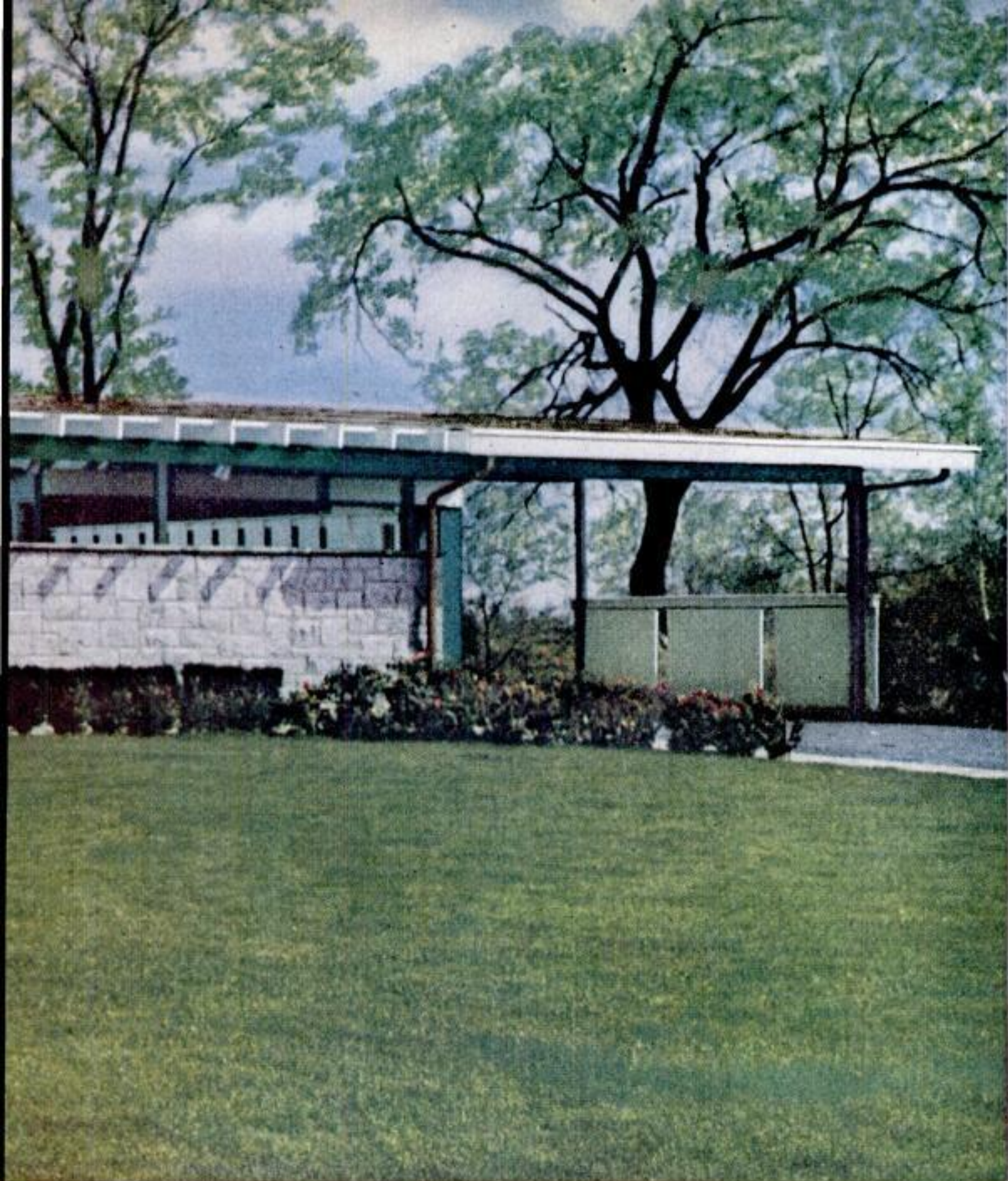
For pancakes are my secret treat

(You complete the verse to rhyme with the word "treat".)

• That lovely, lovely home—yours! Surely your heart and head must both be telling you: Here's the chance of a lifetime; here's a contest you *must* enter. This Aunt Jemima contest is one of the biggest contests to come your way. One of the easiest, too. Just for writing one line you may end your housing worries for life. You'll have a beautiful home of your own, paid for in full, plus \$5,000 in cash. Or you may win one of the other 1,686 fine prizes. Worth a few minutes of your time, isn't it? So come on, grab a pencil and try right now.

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Actual photograph of a "Home for All America" (Better Homes & Gardens' plan No. 2409) built under the sponsorship of Getman and Judd, Stamford, Conn.

# Homes and Gardens' America

**PLUS \$5,000.00 IN CASH !**

You can't duplicate it in a homemade batter...you don't get it in any other mix...  
the matchless

## 4-flour flavor of Aunt Jemima pancakes

The treasured Aunt Jemima recipe combines 4 flours in a special way. Wheat flour for lightness, corn for tenderness, rye for richness, rice for browning quality. This 4-flour blend gives Aunt Jemima pancakes a flavor no others can match.



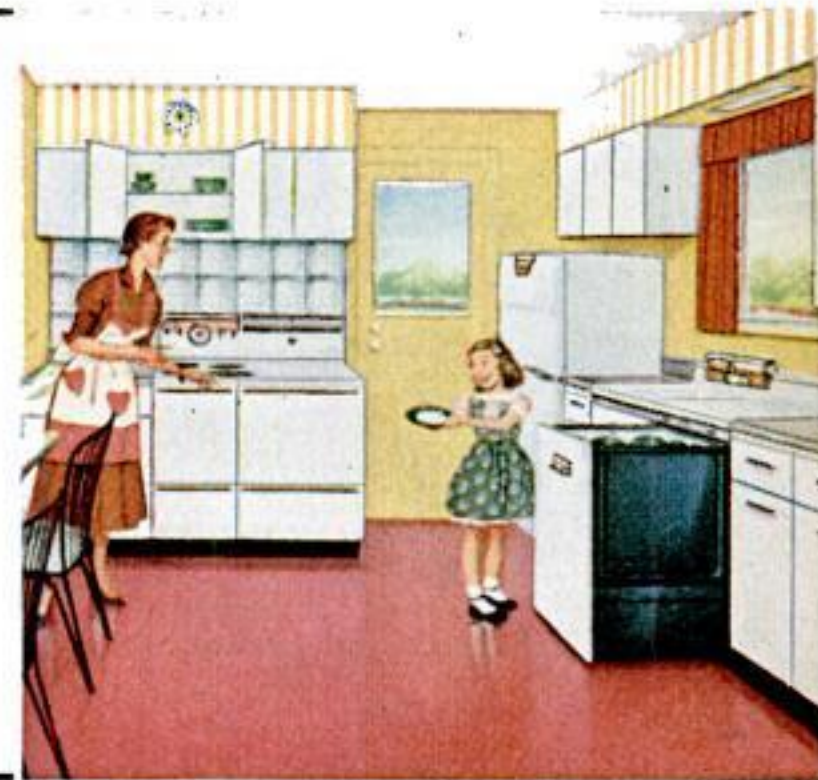
New menu-help packages picture and give recipes for new ways to serve Aunt Jemima Pancakes.

**\$75,000.00 IN PRIZES !**

**1,687 PEOPLE WILL WIN**

### 2ND PRIZE

**A GENERAL ELECTRIC KITCHEN WITH ALL THIS EQUIPMENT:** 10 cubic foot refrigerator-freezer, 40" double oven range, electric sink with electric dishwasher and disposal, 10 metal kitchen cabinets. Includes normal installation.



### MANY OTHER VALUABLE PRIZES

● **10 PRIZES OF MINNEAPOLIS HONEYWELL ELECTRONIC MODUFLOWS**, installed. The new comfort control system with thermostat outside house to give ideal weather control inside. Works with any heating plant.

● **3 PRIZES OF GEORGIA PACIFIC RIPPLE-WOOD** textured wall panelling for any room, including normal installation.

● **6 PRIZES OF DEWALT POWER SHOPS** valued at \$229.00 each.

● **10 PRIZES OF GOLD SEAL FLOORS** made by Congoleum-Nairn. Choice of many beautiful patterns. Each for a 9' x 12' room.

● **1 PRIZE OF CURTIS EFFICIENCY KITCHEN CABINETS** for 7½ ft. of wall and counter space. Made of beautiful natural birch. Value \$425.00.

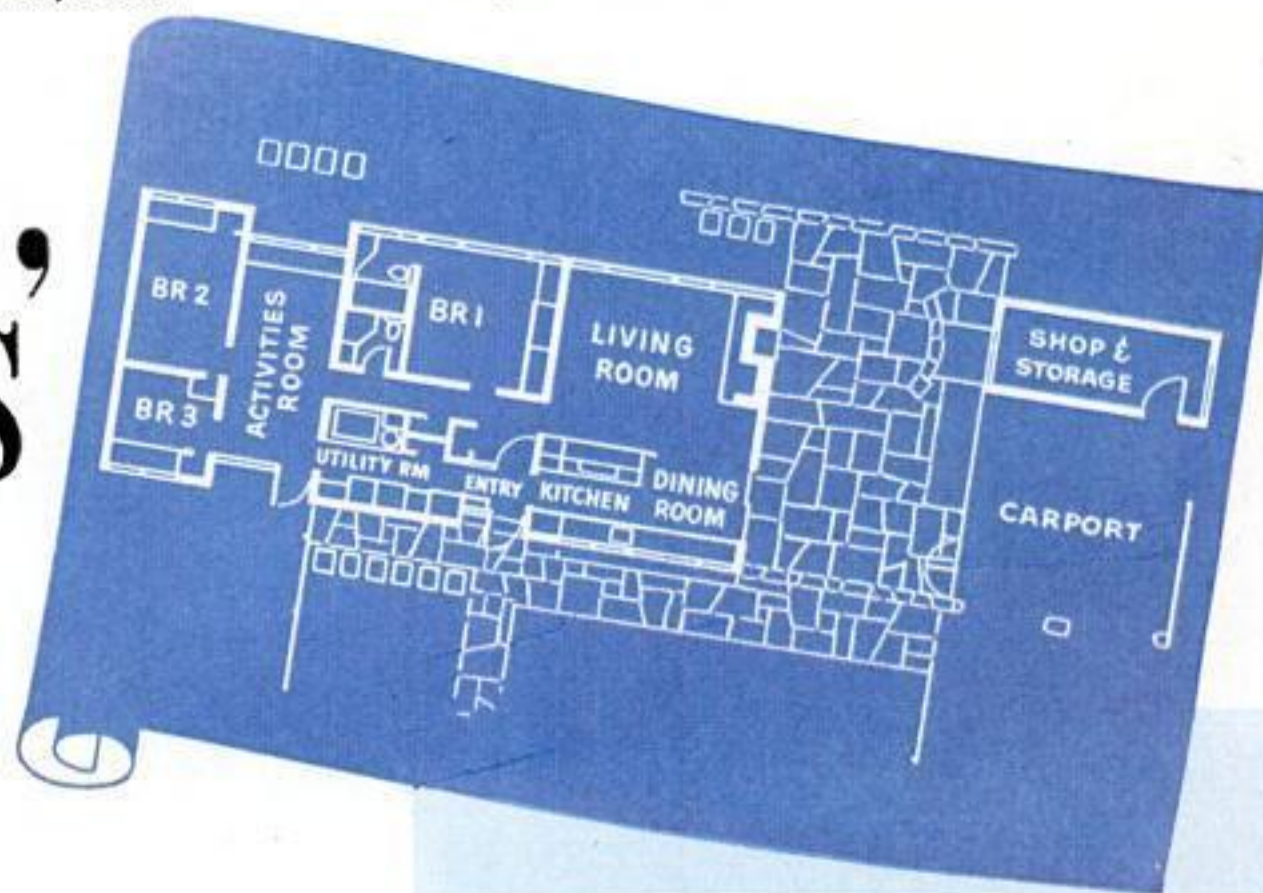
● **5 PRIZES OF YALE & TOWNE CYLINDRICAL LOCKS AND DOOR CLOSURES** for a complete home. \$150.00 value each.

● **50 PRIZES OF BEAUTIFUL LANE CEDAR CHESTS**, each filled with an assortment of the famous Cannon bath and face towels.

● **100 PRIZES OF UNIQUE BEACON HIGHWAY SAFETY LIGHTS** that flash red and white warning signals.

● **500 PRIZES OF MASONITE "PEG-BOARDS."** The new timesaver hook racks with dozens of uses around the home.

● **1000 PRIZES OF SETS OF TWO FAMOUS PACIFIC CONTOUR SHEETS.**



Read these brief rules. Enter now.  
Contest closes November 15, 1954

1. Add a last line to the Aunt Jemima song. Print on official entry blank or on one side of plain sheet of paper. Print plainly your name and address on same entry.

2. Send as many entries as you wish. Write only one suggested last line on each entry blank or sheet of paper. Enclose 1 box top from package of Aunt Jemima Pancake or Buckwheat Mix with each entry.

3. Mail to Aunt Jemima Home Contest, Dept. L, Box D, Chicago, Illinois. All entries must be postmarked before midnight November 15, 1954, and received before November 30, 1954.

4. Entries will be judged on originality, suitability and aptness of thought—not on fancy or unusual forms of presentation—by the Reuben H. Donnelley Co. Their decision will be final. In case of ties, duplicate prizes will be awarded. Winners will be notified as quickly as possible

by mail. List of winners will be on file at The Quaker Oats Company, Chicago.

5. Home will be built for first prize winner in winner's community on any lot approved by The Quaker Oats Company. It will be built according to Better Homes & Gardens' plan No. 2409 of locally available, commonly used materials. The house does not include lot, landscaping, furnishings or appliances. The first prize winner will receive \$5,000 cash toward these items.

6. Contest is subject to all Federal and State regulations. Contest is open to anyone living in one of the 48 States or the District of Columbia except employees of The Quaker Oats Company or its advertising agents and their families.

7. All entries become the property of The Quaker Oats Company and may be used by it in any manner.

**ADD YOUR "RHYME LINE"—MAIL TODAY. CONTEST CLOSES MIDNIGHT, NOV. 15, 1954**

Now you can watch me  
While I bake 'em,  
But don't you ask me  
How I make 'em.

For pancakes are my secret treat

Complete the verse in space above. Make it rhyme with word "treat."

**AUNT JEMIMA HOME CONTEST, Dept. L, Box D, Chicago 77, Ill.**

Enclosed is 1 box top from Aunt Jemima Pancake or Buckwheat Mix.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_





JF

"FRIENDS FROM THE COUNTRY," by John Falter. Number 99 in the series, "Home Life in America"

In this friendly, freedom-loving land of ours... *Beer Belongs—Enjoy It!*

BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION  
Sponsored by the United States Brewers Foundation . . . Chartered 1862







SOMASCOPE SUBJECT SITS ON STOOL IN TUB AS SOUND WAVES, STREAMING INTO HIM FROM BEHIND, RECORD HIS BACK'S INNER TISSUES ON SCOPE (TOP)

## SOUND-WAVE PORTRAIT IN THE FLESH

**A sonarlike device produces pictures of the human body's soft tissues which are invisible to X-rays**

A new research tool for helping to diagnose internal ailments requires a patient to squat in a water-filled bathtub and be "pinged at" with sonar like a detected submarine. The detector, called a Somascope and invented by Dr. Douglass H. Howry of the University of Colorado, gives researchers a visual image of diseased internal tissues which show as vague shadows on X-ray photographs. Like sonar, the Somascope probes its target with a slender beam of ultrasonic sound emitted by a crystal generator placed near the patient's body. Since ultrasonic sound cannot easily travel through air but moves readily through liquid, both crystal and patient's body are kept under water. As the sound waves strike against

one tissue layer after another, they send back echoes which are picked up by the crystal and recorded on a television screen. When the sound beam is swung back and forth to scan the patient, the echoes link together to form a clean and unbroken picture of the shape and position of different kinds of body tissue (*above*). At present the Somascope is still a relatively crude, experimental model. But Dr. Howry, who developed the Somascope for the Veterans' Administration, has plans for models which will be no larger than a TV set, and will allow the patient to stay dry. These, he expects, will be sensitive enough to show up small veins and nerves and visually record the destructive progress of internal cancer.





"BOTANY" "500"

## FIRE-FLY WORSTEDS

TAILORED BY DAROFF

No matter how much you like your favorite weaves, prepare to like them even more in these new effects—pin-points of live color embedded in new, rich charcoal deep-tones. And Daroff adds to the excitement of these 2-ply, 100% virgin worsteds by tailoring them with the quality and custom details that give your appearance the distinction you want.

\$65.00

SLIGHTLY HIGHER IN THE WEST



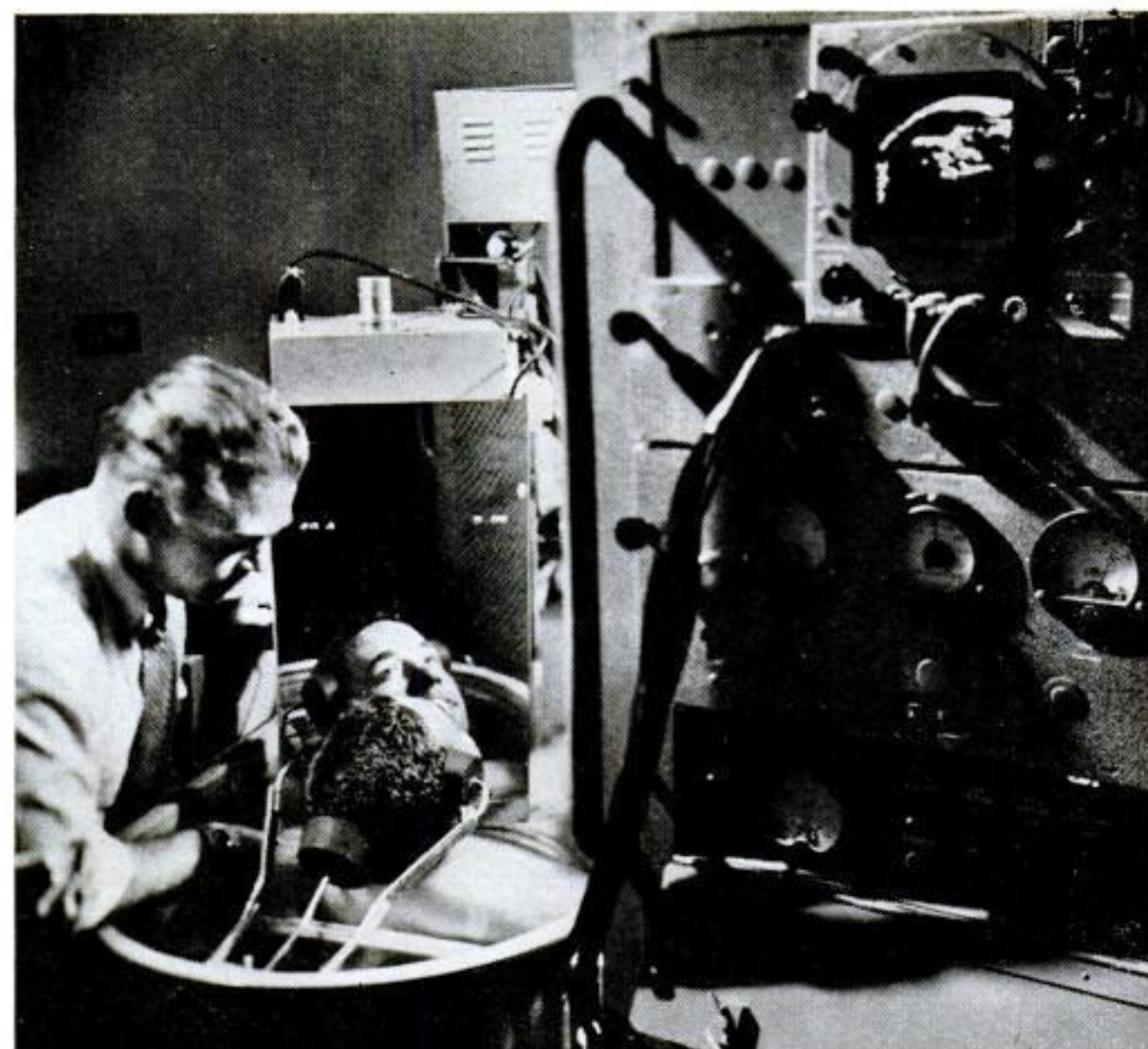
**'BOTANY' brand '500'**  
tailored by **DAROFF**

\*\*\*BOTANY\*\* AND "500" ARE TRADEMARKS  
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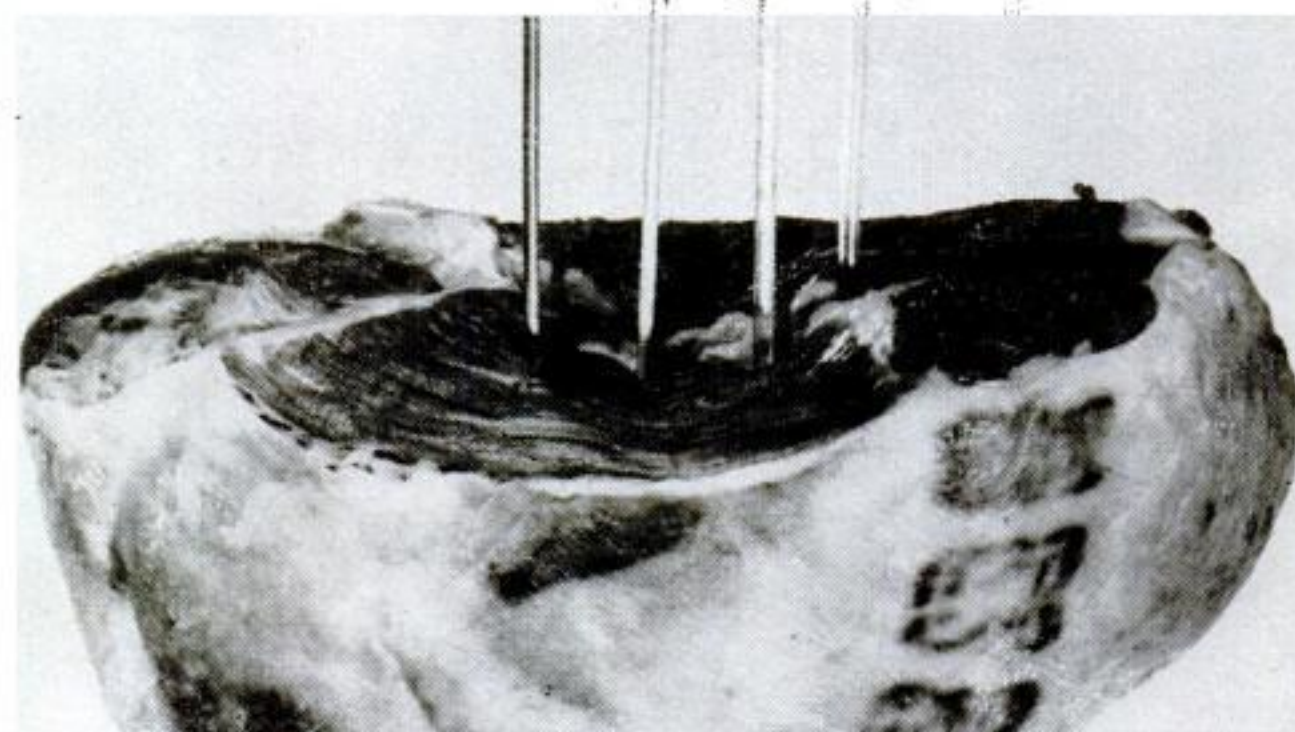
"BY TEST—AMERICA'S BEST"



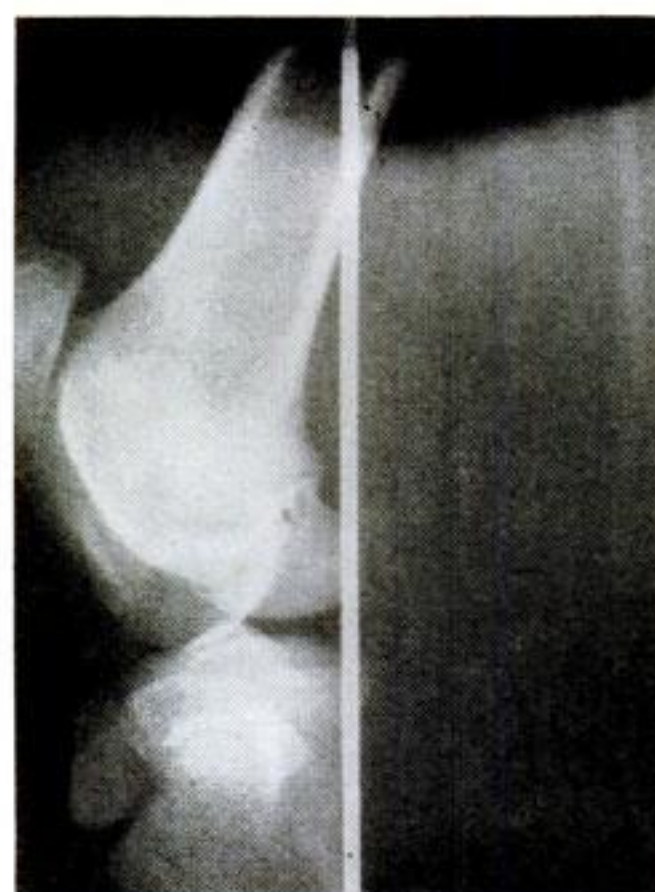
**ON THE CUFF**—This clothing comes to you with the X-RAY TAG—revealing the quality materials and workmanship which set the standard for clothing value, giving you America's best clothing buy.



**INVENTOR**, Dr. Douglass Howry (left), checks subject for picture of neck, part of which shows up on scope (right). The steel box houses sound crystal.

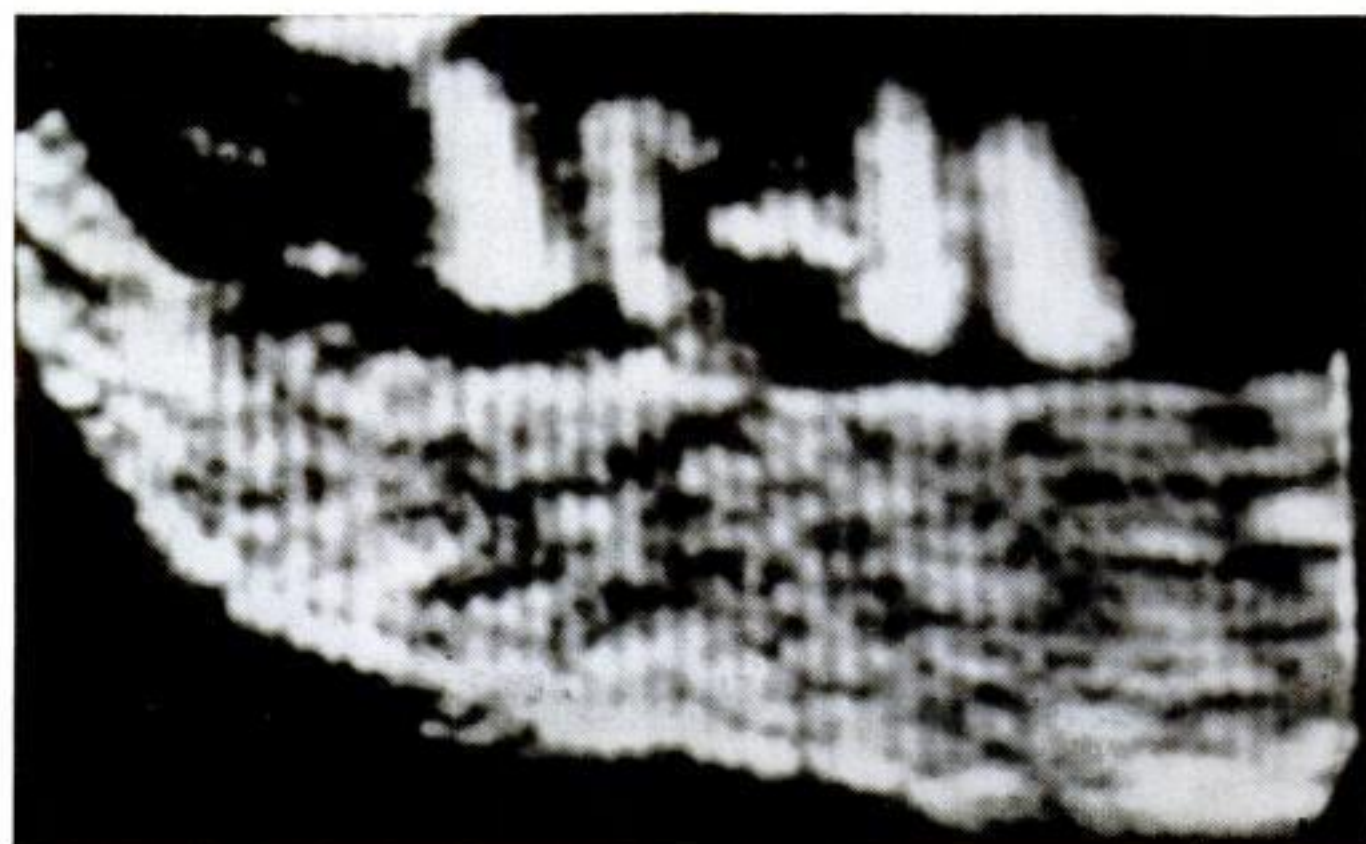


**LEG OF MUTTON** is pierced, left to right, with spikes of brass, wood, plastic, glass to show Somascope's ability to detect objects in tissue.



**X-RAY PICTURE** of the mutton leg shows only the brass spike and the bone. X-ray does not define less dense materials than bone or metal.

**SOMASCOPE PICTURE** shows cross section of mutton leg with all four spikes, a wide belt of fatty tissue (below) and mutton bone (top left).







THE RATH PACKING CO., WATERLOO, IOWA

## Real Sunday-go-to-meetin' sausage ...

It was a rise-and-shine kind of fragrance that rose from the sausage in that old cast iron skillet. A Sunday-best, spicy goodness that teased even the most laggard sleeper.

That's the way it is with Rath's modern day Breakfast Sausages, too. (Except ours are out of the can...into the skillet...and browned in 4 minutes flat!) And good as they smell, they *eat* even better.

And why not?

Don't we use porkers that make real pigs of themselves on Iowa's golden corn? Don't we chop those pink, lean chunks ('stead of grinding) so as not to lose their sweet juices? Don't we vacuum cook so not even a whiff of their spicy flavor escapes?

We do! We do! It's loving care we give our sausages so *you* can have Sunday-best any day. Keep a *supply* of Rath Black Hawk Breakfast Sausages in *your* pantry.

*Always-Read-The-Small-Print-Dept.* Rath Breakfast Sausage also available in patties. And do try the luscious Black Hawk Canned Meats you see at the right. And don't overlook Black Hawk Bacon!

# Rath Black Hawk Meats

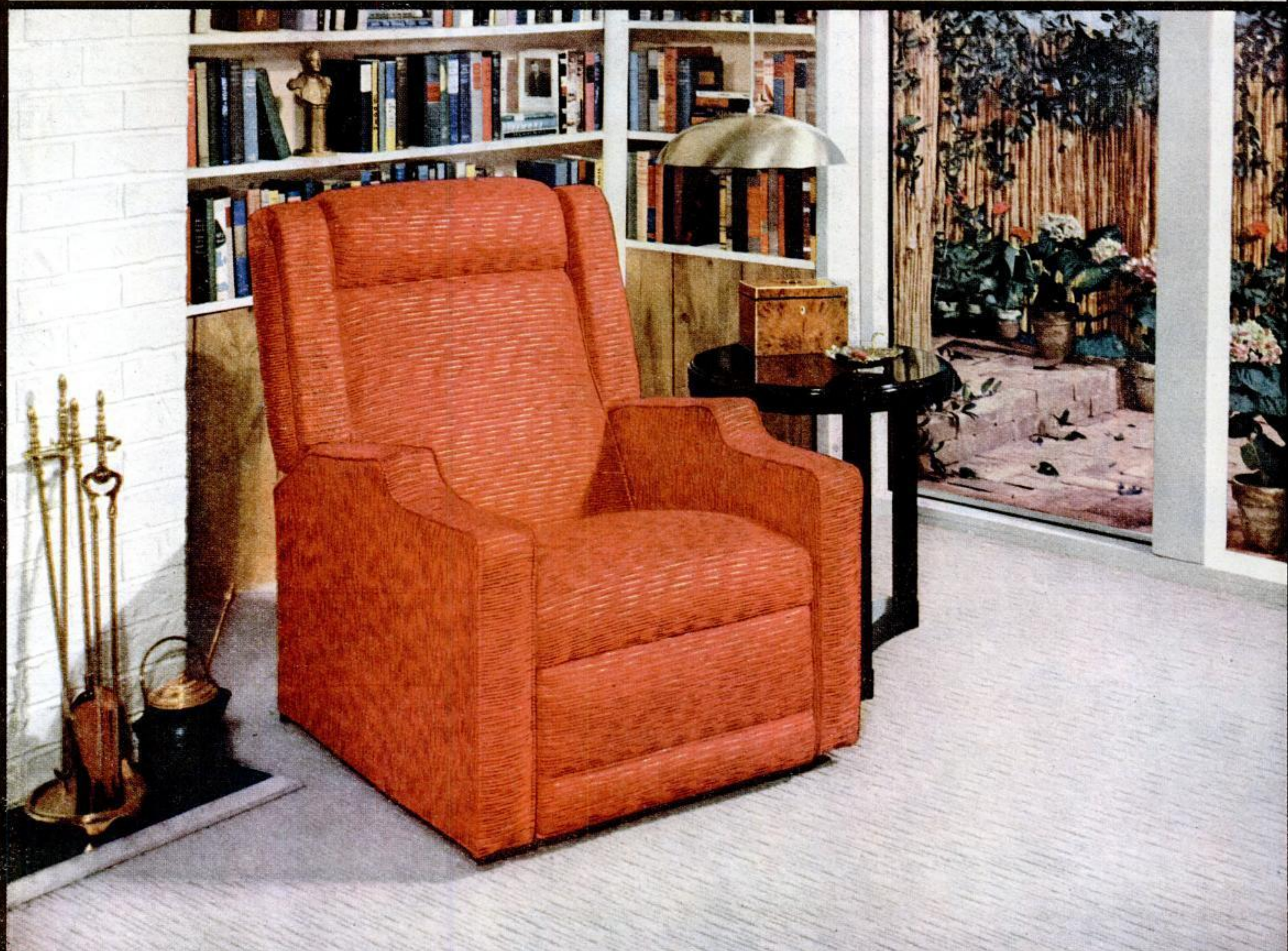


Rath makes over 1000 meat products—but when you try any one it's one in a million!





How to keep your husband home...and happy!



STYLE 6002 ... \$99.50 (SLIGHTLY HIGHER IN SOME AREAS)

Pamper him with a **KENMAR** *Swing King*<sup>®</sup>  
cushioned with **Firestone FOAMEX**<sup>®</sup>

It's a wonderful house to come home to, when he takes it easy, cushioned, luxuriously, in man-pampering *Foamex* comfort.

You'll love this *Swing King* chair, too, for its fine furniture craftsmanship—handsome selection of upholstery fabrics.

Air-cool, air-clean *Foamex* yields to every curve and contour. Can't ever sag, shift, lump, break down. It's the finest cushioning money can buy—yet *Foamex* cushioning costs you no more in the posture-cradling *Swing King*.

See it—try it at fine stores listed opposite.

Look for Foamex comfort in mattresses, pillows and cars

ENJOY THE VOICE OF FIRESTONE ON RADIO OR  
TELEVISION EVERY MONDAY EVENING OVER ABC  
© 1954 FIRESTONE INDUSTRIAL PRODUCTS CO.



**FEEL** how *Foamex* cushioning cradles your body contours in firm, blissful comfort!



**SEE** how *Foamex* "gets up" with you, and never needs fluffing or plumping up.







# THE RAIN FOREST

Its ever-green mantle of noble trees, blanketing the moist tropic lowlands, holds an array of plant and animal life richer than any land area on earth

Text by LINCOLN BARNETT

Photographs by ALFRED EISENSTAEDT

Illustrations by RUDOLPH F. ZALLINGER

... where highest woods impenetrable  
to star or sunlight, spread their umbrage broad.  
MILTON, *Paradise Lost*

MILLIONS of years ago, before the advent of the ice ages, the earth basked in never-ending summer and its lands lay mantled almost to the poles beneath a forest cover of eternal green. Unlike the needled evergreens of temperate woods today, those antique trees bore broad leaves and bright exotic blooms. The forest they composed unfurled magnificently to north and south from its heartland on the equator. On the equator it still stands today, reduced in area but revealing still the splendor and luxuriance it has worn for untold eons of time. This is the true forest primeval—the rain forest.

Accustomed to the marching seasons—to the buds of spring, the full leaf of summer and autumn's dying fires—modern man tends to think of his changing woodlands as normal and to regard tropical vegetation as somehow excessive and bizarre. This is understandable, for civilization and literature have flourished principally in temperate regions where the varying moods of the year are most pronounced. Yet in the ebb and flow of terrestrial life, oaks and maples, pines and hemlocks are comparatively recent immigrants to the latitudes they now adorn. In the morning of their existence, they constituted only the ragged upper fringe of the earth's forest cover. But with the approach of the ice ages the primal rain forests shrank southward, retreating ever deeper into the tropics, while the hardier conifers and deciduous trees pursued them from the cool lands to the north. Today, ever-green rain forest still blankets millions of square miles of moist equatorial lowlands, covering more than a tenth of the planet's total land surface and nearly half of the total forest areas of earth.

In popular fancy the tropical rain forest is envisaged as a stifling labyrinth of strangled, impenetrable undergrowth, creepers, vines and rotting vegetation through which man must hack his way inch by tortuous inch. But this is the jungle or "bush" of adventure stories—a limited concept that applies best to areas of secondary growth where virgin forest has been despoiled. In true rain forest the spreading canopy of treetops, interwoven layer on green layer, filters the sun's rays, creating below a dim and murky twilight that overcasts the forest floor and thus suppresses all but a scattered undergrowth of shrubs and saplings. In the dark roomy aisles between the straight, unbranching boles of the high trees the ground is relatively open, covered with only a thin carpet of leaves that flutter down in a slow, gentle, never-ending fall the year around. Here and there the pervading gloom is traversed by descending shafts of sunlight that have somehow penetrated the intricate fabric of the canopy and, coming to rest, gold-fleck the forest floor.

One of the unique characteristics of the rain forest is that most of its vegetation is treelike in size and woody in character. Plant families which are represented in cooler regions by insignificant ground herbs here attain enormous stature—"violets" bigger than apple trees, "myrtles" with thigh-thick woody stems, "roses" 150 feet high. The forest is taller than most Temperate Zone woods, averaging 110 to 120 feet in height with occasional trees sometimes soaring to 200 feet. Leaves are large and leathery, dark green in color. Everywhere,

interspersed among the pillars of the trees, dangle the sinewy cables of lianas and other climbing plants, sometimes taut as the lines of a sailing vessel, sometimes festooned like Christmas tinsel or looped like lariats.

Owing to the predominance of woody plants and the general uniformity of their dark foliage, the rain forest presents a somber and even monotonous visage which is unvaried by seasonal change. Yet for all its apparent homogeneity, it comprises an extraordinarily complex domain of life, richer in plant and animal species than any other community in nature—save perhaps the sea. Where temperate woods may embrace a few dozen varieties of trees at most, a square mile of rain forest encompasses two or three hundred—counting only those with trunks more than a foot in diameter. Its smaller trees and woody shrubs are equally multifarious, as are the animal tenants who inhabit every tier of the forest edifice from its shadowed floor to the green mansions of the sunlit upper terraces.

The opulence of jungle life has evolved through the seasonless operation of a warm, wet climate, shaping its creations imperceptibly through eons of geologic time. In the extreme tropics there are no winters or springs, only perpetual midsummer. But as the sun passes overhead on its annual round trip between Cancer and Capricorn it leaves in its track in each latitude masses of heated air which rise, cool and wring out their water content in rain. In regions from about 3° to 10° north and south of the equator there are two rainy seasons a year, alternating with two seasons which are relatively dry. Even in the so-called dry seasons three to four inches of rain may descend monthly, out of an annual mean of perhaps 90 inches.

During the season of rains wild avalanches of water recurrently descend in thunderous cloudbursts which may disgorge 30 inches of water in as many days. At such periods the forest roof drips almost continually, even under fair skies. Beneath it the atmosphere is charged with moisture and the forest corridors lie dank and sweltering. By day the canopy of treetops, excluding wind and sun, retards evaporation; by night, like a giant greenhouse, it imprisons the heat of day. Under such conditions plant life proliferates with incredible luxuriance. New leaves compete riotously to fill each sunlit chink in the tangled canopy; in cut-over clearings bamboos may shoot upward at the rate of a foot a day.

The rain forest weaves a green belt around the midriff of the earth, investing all equatorial land areas save those where irregularities of the planetary profile oppose it. Where mountains hunch huge shoulders skyward into cool realms of perpetual mist and cloud, the forest cover dwindles into a curious elfin wood of giant ferns and gnarled, stunted trees, bearded with moss. Elsewhere complicated air and ocean currents combine to desiccate the land and create deserts or tropical deciduous forests. And wherever man has ravaged the land the forest has given way to squat, smothered thickets of secondary growth. The last major centers of undisturbed primeval rain forest on the face of the earth lie in West Africa, Indonesia and adjacent areas, and South America. Of the three great virgin rain forests, the largest and richest is the South American hylaea (from the Greek ὕλη, meaning wood), which overlays more than a million square miles of the Amazon and Guiana river valleys from the Mato Grosso of Brazil north to the Caribbean coast. It was here, in the deep forest





**IN THE HEART OF THE FOREST** a shallow stream tunnels its way through luxuriant walls of swamp vegetation. Here, in the dry season, the current flows

gently, spanned by a broken branch to which there clings a bromeliad, one of the many air plants that flourish in the soilless crannies of fallen logs and living trees.





**THE MISTS OF MORNING** curl upward from the canopy as the sudden heat of sunrise warms the forest's dew-drenched foliage. Here, 125 feet above the ground, the changing humors of the day are clearly manifest; and soon, as the sun

ascends towards the zenith, the humidity will drop sharply and all vapors vanish. But underneath the roof of trees the shadowed forest corridors lie steeped in moisture from dawn to dusk, insulated from the drying agencies of wind and sun.





**A SMALL SAVANNAH** mottles the forest mantle with a pattern of white sand and scrub. Across it runs a gallery forest whose trees loom high in the distance, their crowns bedecked with flowers, their roots lodged in damp earth beside a brook.

## RAIN FOREST CONTINUED

of Dutch Guiana, that a special LIFE expedition made the photographs and paintings for this essay.

From the air the hylaea appears as a limitless and undifferentiated ocean of treetops, an immense green sea surging to the round horizons. On the ground, however, there is bewildering variety. The land rolls gently between choked, twilit creeks. Small plateaus of open sand or rock occasionally punctuate the forest cover. Amid innumerable swamps strange distorted trees perch on bulbous pediments, and in bogs arching palms shadow the leaf-stained water. At intervals the forest canopy is severed by slow rivers; on their banks the walls of vegetation loom massively above the water, filigreed with tracteries of countless vines.

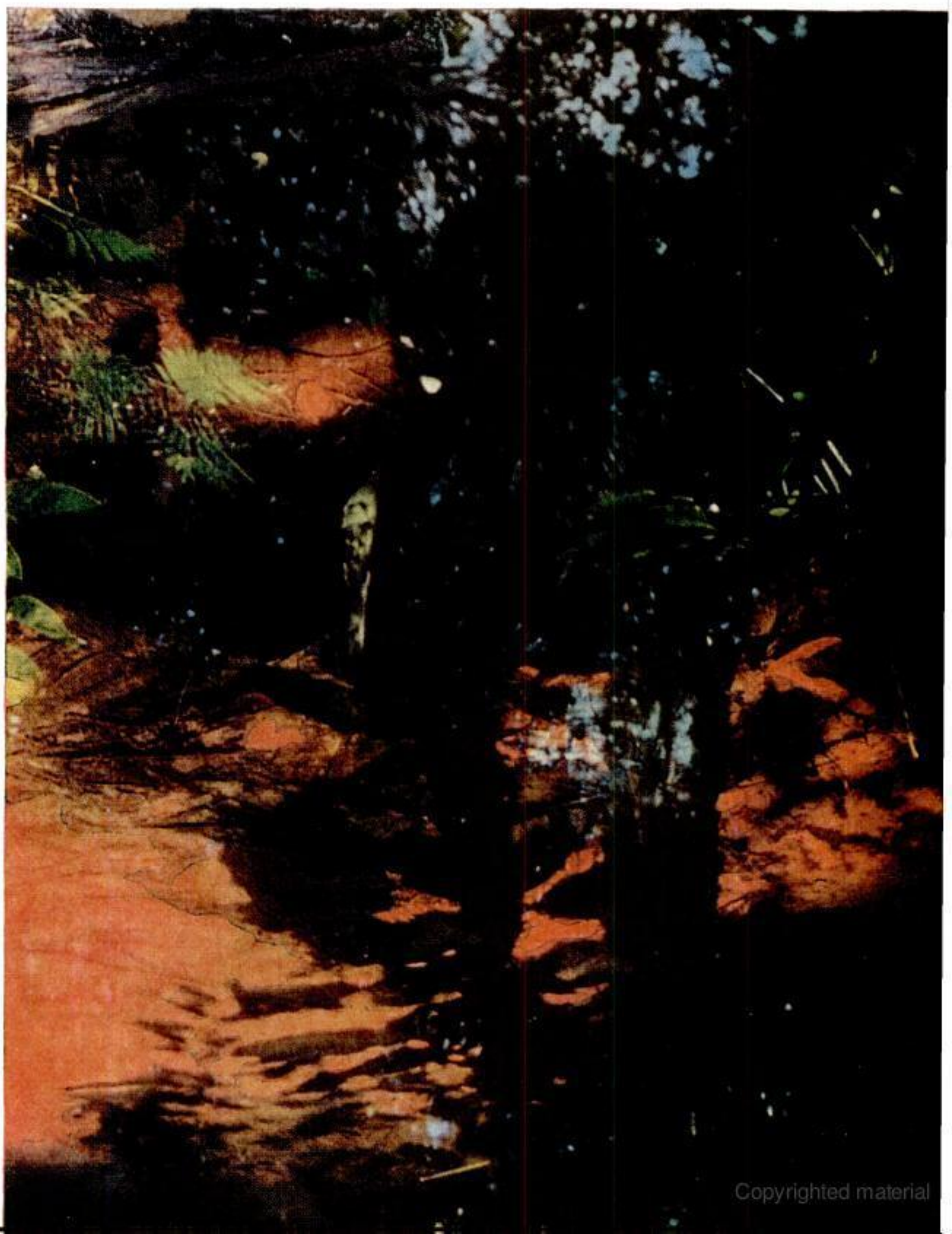
The complexity of the hylaea is so great that botanists consider it not one but many forests, differing from each other through local peculiarities of topography or soil. It thus embraces "dry rain forests" on sandy hills, "swamp forests" in flooded vales, "montane rain forests" on fog-shrouded mountain slopes, and "gallery forests" by the shores of streams that flow through dry savannah lands. "Climax" or completely nonseasonal rain forest at its peak development flourishes only in sheltered, well-drained lowlands where precipitation is never less than four inches in any month of the year. In certain otherwise favorable areas where the rainfall does decline below this mark, trees may look little different but tend to shed their leaves and put forth blossoms less evenly the year around: these are called "ever-green seasonal rain forests." Throughout the hylaea any of these components may stand in confusing proximity with others. Thus the single square mile in which the pictures for this essay were made contains not only the most magnificent "ever-green seasonal rain forest" but also a heathlike savannah (*above*) and a cluttered palm bog of stagnant pools and rank undergrowth (*upper right*).

To the eye of man the hylaea appears as majestic and overpowering in its way as a soaring range of mountains or the sea. In even a narrow segment, like that depicted in the painting on the following pages, the splendor of its pillared, overarching trees is never to be forgotten. The first European to glimpse America's primeval rain forest was Christopher Columbus, when he sighted the green-robed island of Hispaniola from his flagship in 1492. Profoundly moved by what he saw, Columbus later wrote: "Its lands . . . are most beautiful . . . and filled with trees of a thousand kinds and tall, and they seem to touch the sky. And I am told that they never lose their foliage, as I can understand, for I saw them as green and as lovely as they are in Spain in May, and some of them were flowering, some bearing fruit, and some in another stage, according to their nature . . . in the month of November there where I went."

FOR DESCRIPTION OF PAINTING ON NEXT THREE PAGES  
SEE PAGE FOLLOWING FOLDOUT



**IN SODDEN HOLLOWS** where soaked earth and stagnant water have stunted the forest cover, palm bogs put forth a tangle of rank, thin-stemmed undergrowth. Below: a gallery creek runs red with tannin from leaves on its boggy margins.















GUIANA PARTRIDGE	COMMON OPOSSUM	COCK OF THE ROCK	CURASSOWS	PHILANDER	OPOSSUM	FLINT-BILLED WOODPECKER
MATAMATA TURTLE	GIANT OTTER	SUN BITTERN	TAPIR	QUICA	JAGUAR	PECCARIES
		ANACONDA	SURINAM TOAD	BOA CONSTRICTOR	PACA	YAGUARUNDI
		WATER OPOSSUM		NEOTROPICAL TOAD		TEGU LIZARD
		CRAB-EATING RACCOON				TOAD
						MARMOSA

## CREATURES OF THE SHADE

IN the green-gold hush of noon, the colonnades of the rain forest stand silent, immobile, apparently empty of life. From neither the dappled floor nor the leafy cloudland overhead comes evidence of the populations that inhabit every level of the forest's towering domain. Only at dawn and dusk when the hunters of night and day walk abroad together do multitudinous voices betray the profusion of the hylaea's living things. Furtive, seldom seen, the diverse animals assembled in this painting are the basement dwellers, the creatures of the shade.

The oldest of all forest mammals are the marsupial opossums, which here alone in the world have multiplied their species. Along with their common cousin, the familiar opossum of North America, they number among their flourishing tribe the web-footed water opossum, the nimble philander, the predaceous quica, and the wee, cowering, timorous *Marmosa*. Dynasties only slightly less venerable produced the lumbering anteater, whose swift tongue is the terror of termites; the giant armadillo with plated carapace; and two robust relatives of the guinea pig, the paca and agouti. The largest animals of the forest are of newer lineage: the shy, solitary tapir, a long-nosed cousin of the rhinoceros who emigrated from the north about a million years ago;



## THE FOREST PROFILE

**T**HE painting on the preceding pages reveals the grandeur and lovely disarray of an actual 60-foot-wide section of rain forest in Dutch Guiana. Unlike temperate woods with their clearly defined layers of vegetation—ground herbs, shrubs and trees—the rain forest presents a complex and bewildering facade. Here forests mount on forests like clouds on clouds. High above the lowly ground layers of herbs and shrubs, the crowns of the trees themselves form three or more superposed stories, creating “as the ranks ascend shade above shade, a woody theater of stateliest view.”

Amid the confusion of leaves and climbing plants, the observer on the ground is a prisoner, for the rain forest is a many-storied mansion whose architecture can only with difficulty be discerned. The diagrams below define the vast dimensions of the forest and dissect these chaotic masses of verdure into their three component strata of trees: 1) sparse and struggling young trees up to 60 feet high that struggle for life in the perpetual gloom beneath the canopy; 2) taller, sturdier trees from 60 to 120 feet high whose round, competitive crowns interweave to form the canopy itself; and 3) the giants, ranging from 120 to

200 or more feet high, whose crowns have burst through the canopy into the sunny upper air and thus bask like tropic islands above a green sea. Each layer, like the varying layers of the ocean itself, receives a different amount of sunlight and harbors its own unique community of plant and animal life.

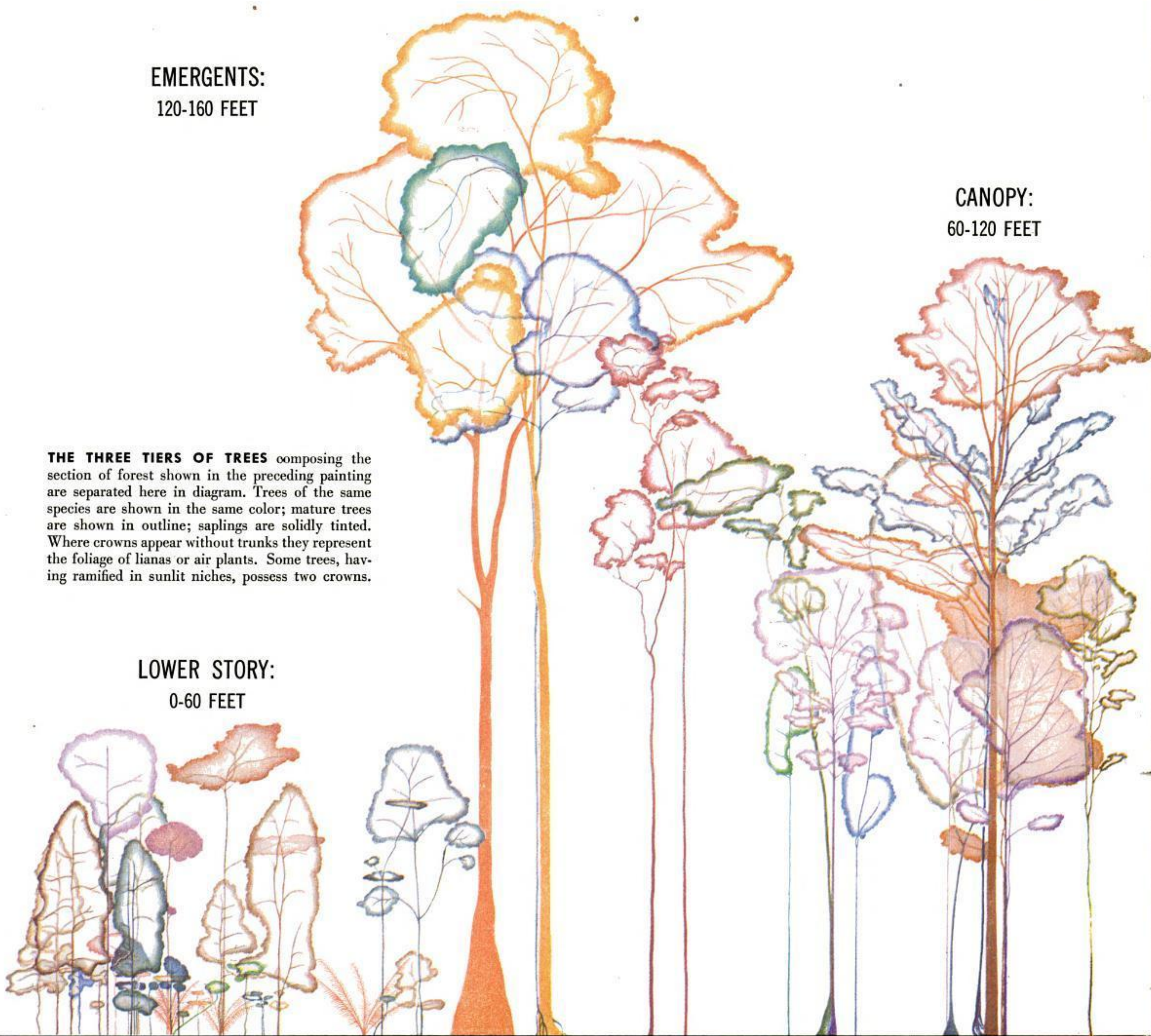
Though ever present, the three strata of trees are never clearly defined, for the forest is continually growing. Immature trees everywhere build balconies and mezzanines between the stories. The crowns of saplings belonging to giant species may interlock temporarily with trees of a lower stratum. Here the canopy may be continuous and close woven, elsewhere torn and threadbare. Curiously, for all its multiplicity of kind, the rain forest exhibits striking conformities of color, leaf shape, bark texture and other characteristics. This anomaly may be explained by the forest's enormous antiquity. Embosomed in the same environment for over a hundred million years, its component families have made similar adaptations and developed along similar lines. As these lines converged, they arrived ultimately at the same life forms, which have persisted through millennia of geologic time. The broad-leafed ever-green trees of the rain forest—“those green-robed senators of mighty woods”—are cut in the archetypal pattern from which all other forms of flowering plants have probably derived.

**EMERGENTS:**  
120-160 FEET

**CANOPY:**  
60-120 FEET

**THE THREE TIERS OF TREES** composing the section of forest shown in the preceding painting are separated here in diagram. Trees of the same species are shown in the same color; mature trees are shown in outline; saplings are solidly tinted. Where crowns appear without trunks they represent the foliage of lianas or air plants. Some trees, having ramified in sunlit niches, possess two crowns.

**LOWER STORY:**  
0-60 FEET











RED BROCKET DEER  
QUADRILLE WREN  
WOOD RAIL  
BROAD-BANDED ARMADILLO

TINAMOU  
MARBLED TREE LIZARD  
YELLOW-LIPPED TREE SNAKE  
NINE-BANDED ARMADILLO

GIANT ANTEATER  
CRIBO SNAKE  
LIANA SNAKE

PUMA  
BUSH DOG  
GIANT ARMADILLO  
FER-DE-LANCE

BUSHMASTER  
BUSH SPIDER

PIGEONS  
TRUMPETER  
JUNGLE RUNNER

MARGAY  
AGOUTI  
TAYRA  
BUSH TORTOISE

and his only dangerous adversaries, the puma and jaguar—the latter a versatile hunter who prowls the treetops as sure-footedly as he does the forest floor. Smaller predators include two other tree-climbing cats, the graceful margay and the bird-eating yaguarundi; and a grinning, ferocious four-foot weasel, the tayra.

The real aborigines of the rain forest, older by far than any mammal and even than the forest itself, are cold-blooded animals, reptiles and amphibians, whose ancient lines colonized the dank lowlands in Paleozoic times. Today the hylaea is still the abode of turtles, tortoises, toads and legions of lizards from the tiny gecko up. Here too flourish some of the world's most formidable serpents: the 25-foot

aquatic anaconda and its terrestrial counterpart, the boa constrictor; and the deadly bushmaster and fer-de-lance. With the reptiles flourish their Mesozoic offshoots, the birds, shimmering in the upper stories and filling the forest aisles with their innumerable cries. Many of them never ascend out of the basement. Indeed a few large species—partridges, curassows, trumpeters and tinamous—are heavy flyers, garbed solemnly for permanent life in the shadows. As manifest as any of these, and outnumbering all other classes a millionfold, are the true dominants of the forest—the insects and spiders—numberless as the leaves of the canopy—attending to invisible pursuits in every fissure and cranny from the cellar floor to the topmost twigs of the tallest tree.





**DEAD LEAVES**, shed evenly the year round, lightly carpet the forest floor. As fast as they fall from the green boughs above they are decomposed by the action of creeping molds, fungi and bacteria, and entombed in softly falling rainwater.

## THE FOREST FLOOR

**I**N the sunless world at the foot of the great trees, the life of the forest has all its ends and its beginnings. It is here that tiny saplings at the threshold of existence expose their first tentative shoots to the green half-light. And here ultimately descend the crown leaves of the proudest forest giants. Day by day around the cycle of the seasons they float down and lie where they fall.

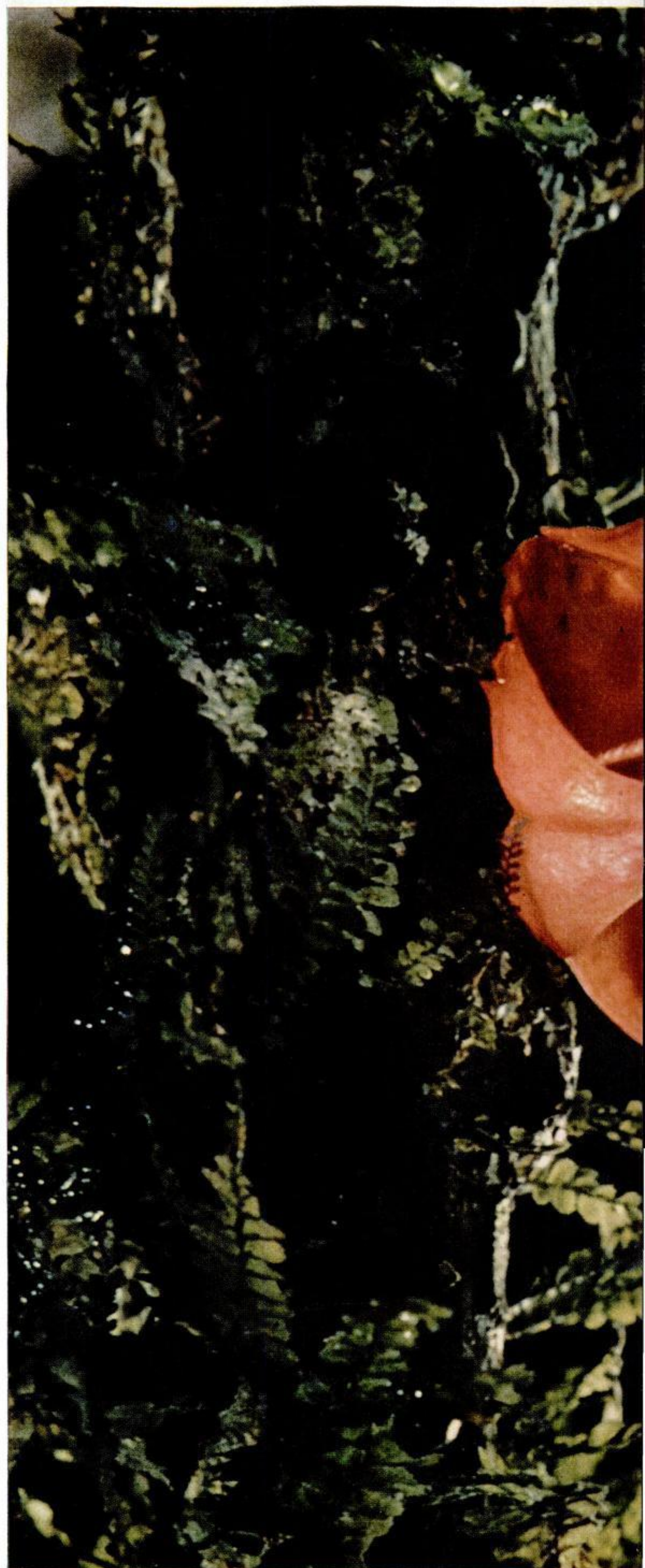
By contrast with the prodigality of foliage in the upper stories and the magnificence of the forest as a whole, the leaf litter on the forest floor is thin, the underlying soil impoverished. The explanation of this paradox lies in the speed with which the agents of decay do their work. For decomposition keeps pace with the rain of dead leaves from above, while the feeding roots take up the products of decomposition as quickly as they dissolve into the earth. Hence at any and all times most of the nutrients are locked in the living vegetation. And so the richest of all forests springs from soil so poor that when cleared of trees it will seldom support crops for more than a single season.

No less remarkable than the nutritive cycle is the reproductive device by which some of the rain forest trees have adjusted to existence in their special domain of nature. This is the curious process known as cauliflory: the production of flowers on main trunk and branches. This blossoming of the bark, according to botanists, is less an expression of vegetable exuberance than an adaptation to a world where wind-pollinated plants can only hazardously survive. In the breathless cloisters of the forest the work of the wind is done by myriads of insects which transport the vivifying pollen from blossom to blossom. By bearing their flowers low, cauliflorous plants make them accessible to a special world of crawling and low-flying pollinators that never climb far above the forest floor.

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**"DRIP TIPS,"** which facilitate the runoff of rain water after torrential storms, characterize most leaves in the lower strata of the forest's foliage. The particularly pronounced tips shown here terminate the leaves of a *Bactris* palm.



**BURSTING THROUGH THE BARK** of its parent trunk, an exotic cauliflorous fruit displays its rich-hued ripeness in the forest gloom. The waxy "petals" surrounding its pale blue berry impart to it a curiously flowerlike appearance.

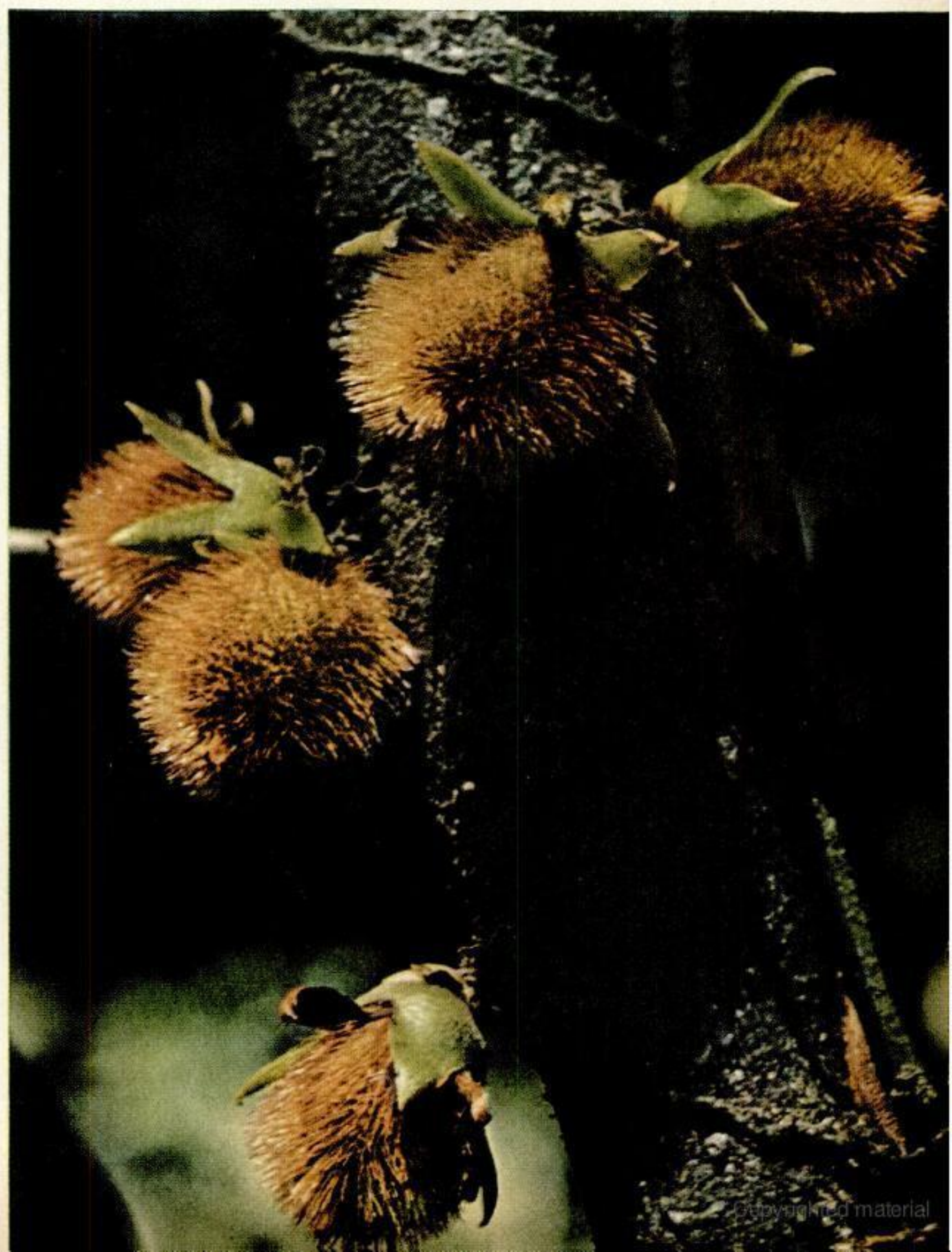




**FRUITS OF THE FOREST**, spiny bush grapes, nestle near the foot of their parent stem. Growing just above the floor, the blossoms of the bush grape, like those of most other cauliflorous plants, attract low-flying and crawling insects.



**A TREE SEED**, engineered for aerial transport by its upholstery of fluff, lies amid the leaf litter on the forest floor. It is only a few exposed trees and climbing plants of the upper story that rely on the wind to disperse their seeds.

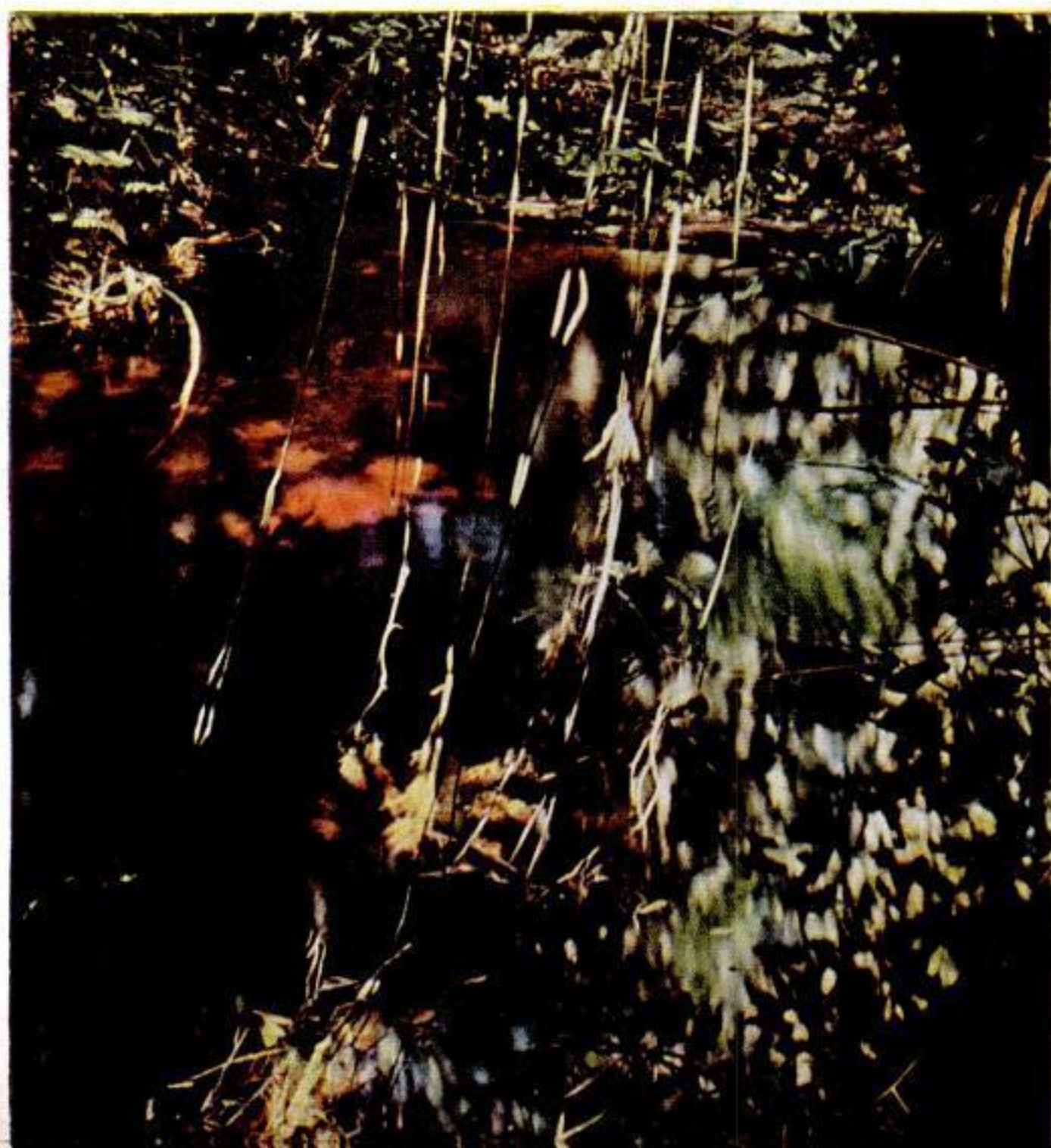






**BUTTRESS ROOTS** of an *Andira* tree compose a ponderous pedestal rising to a height of 12 feet, spreading over a diameter of 80. In contrast with this noble superstructure, the underground root system is astonishingly shallow. Common

throughout the rain forest, buttress roots assume many varied and fantastic forms. Some slope gently to the ground, while others ascend so steeply that their tops are lost to sight in the leaves of the lower stories. Some have knife-sharp



## THE FOUNDATIONS

**L**IKE the pillars of some immemorial temple, the straight, unbroken boles of the trees often rest on massive pedestals. Along the naves of the forest their lines soar upward, severely vertical, uncluttered by tracteries of twigs and branches such as obscure the northern woods. But nature has adorned their bases with a variety of ornament. Trees large and small rise from elaborate root structures that rear above the ground, grotesquely shoring up their giant burdens.

What purpose these strange root formations serve or what processes of natural selection brought them into being, botanists cannot definitely now say. Characteristic mostly of smaller trees, stilt roots (*below, right*) emerge from the trunk at intervals up to ten feet above the ground, turn downward and, entering the soil, ramify into multiple rootlets. In flood forests and mangrove swamps they evidently raise the base of the tree trunk above high-water mark, but why they should occur also in normal, well-drained areas remains a mystery.

Far commoner are buttresses (*above*)—flat, triangular plates surrounding the lower girth of trunks just above ground level—which

← DANGLING ROOTS OF AN AIR PLANT DRAW WATER FROM A GALLERY CREEK



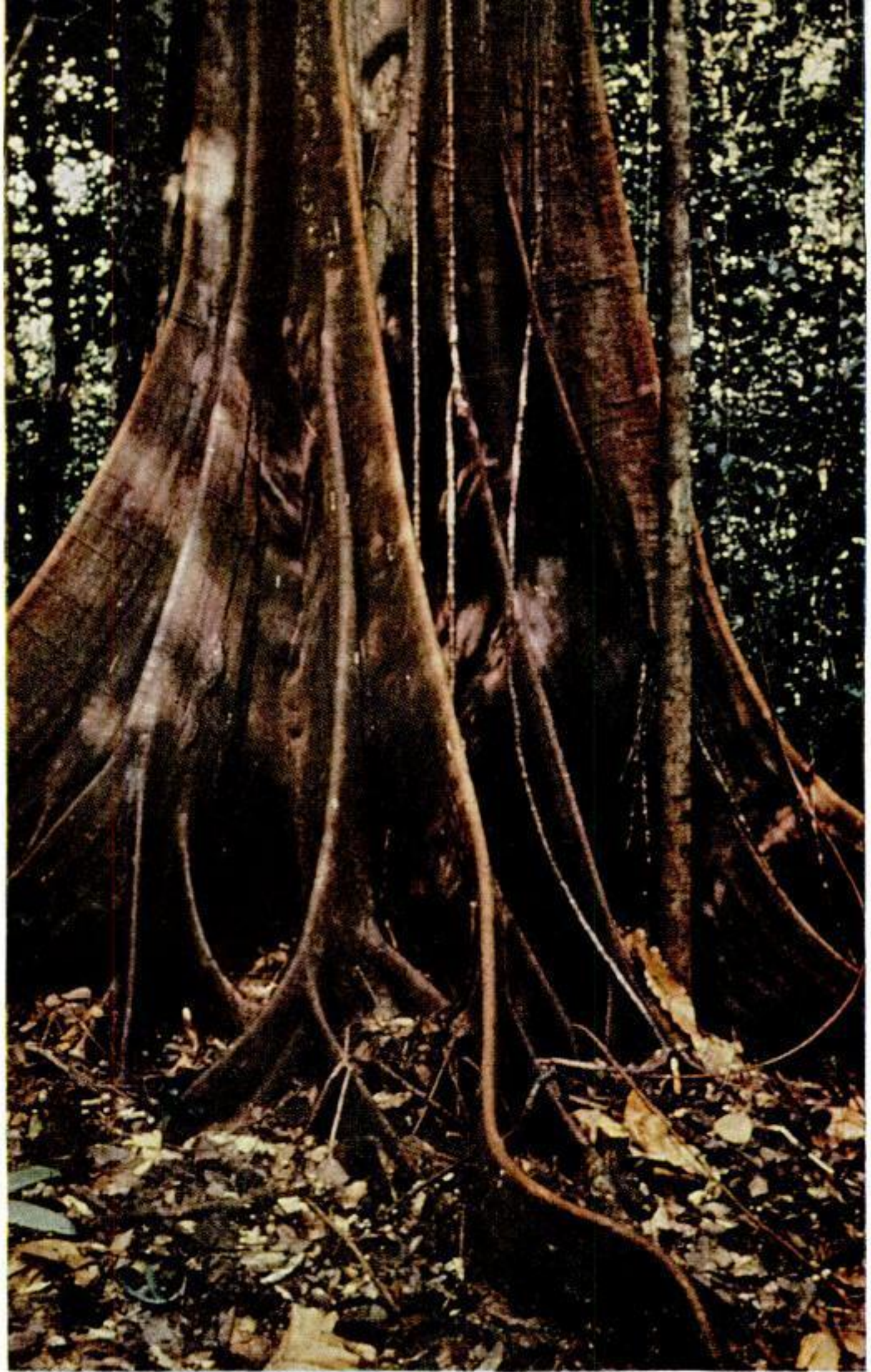


edges, others snake out in sinuous curves, dividing and subdividing repeatedly. Finally there are those which arch above the ground, leaving a clear space beneath their span so that they resemble the flying buttresses of Gothic cathedrals.

are produced by secondary growth along the upper surfaces of shallow lateral roots and sometimes span as much as a quarter acre. One theory relates their existence to the forest's shallow humus, which rarely extends more than three to four inches below the surface of the ground. As a consequence, few rain forest trees have tap roots, and even the giants among them exhibit superficial root systems. Buttresses may therefore assist the tree to withstand stresses due to wind or gravity. Yet they do not always occur where they would seem to be most needed. They seldom appear on trees outside the tropics and are, on the whole, more abundant in sheltered lowlands than in windy situations. A variety of other hypotheses relate their existence to light and humidity, to the conduction of nutrients in their trunks, and to the nature, texture and aeration of the soil. But no theory is entirely satisfactory.

For all their aspect of strength and solidity, buttresses cannot prevent many of the forest's loftiest trees from crashing daily to the ground as seeping water undermines their foundations and sudden gales blast their crowns. When they topple they bring inferior trees down with them, cutting a swath of havoc in the green. Prostrate, they reveal the inadequate foundations on which they climbed so high.

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**A STRANGLER FIG** encases a "host" tree in a sheath which grew from small dangling roots when the young fig was an air plant. The strangled tree still shows through its fatal jacket. Below: stilt roots raise a palm above high-water mark.





## ACROBATS OF THE CANOPY

DOWN the ages innumerable numbers of animals, the hunted and the hunters, have made the trees their sanctuary—some temporarily, some for longer intervals, and a few permanently. Today no habitat on earth harbors so many arboreal creatures as the rain forest, no rain forest so many as the American hylaea.

Here abide the greatest acrobats on earth. The monkeys of the Old World, agile as they are, cannot hang by their tails. It is only the monkeys of America that possess this skill. Nor are primates the only residents thus endowed; for a prehensile tail, owned elsewhere only by the familiar opossum, is the common property of such unrelated hylaeans as the coonlike kinkajou, a porcupine and two arboreal anteaters. At dawn and dusk the illusive aerial spaces of the canopy assume the aspect of a carnival tent where, to the jeers and imprecations of many gaudy birds, the leaping acrobats of the middle branches mount their death-defying show—"mountebank angels," the naturalist W. H. Hudson called them, "living their fantastic lives far above earth in a halfway heaven of their own."

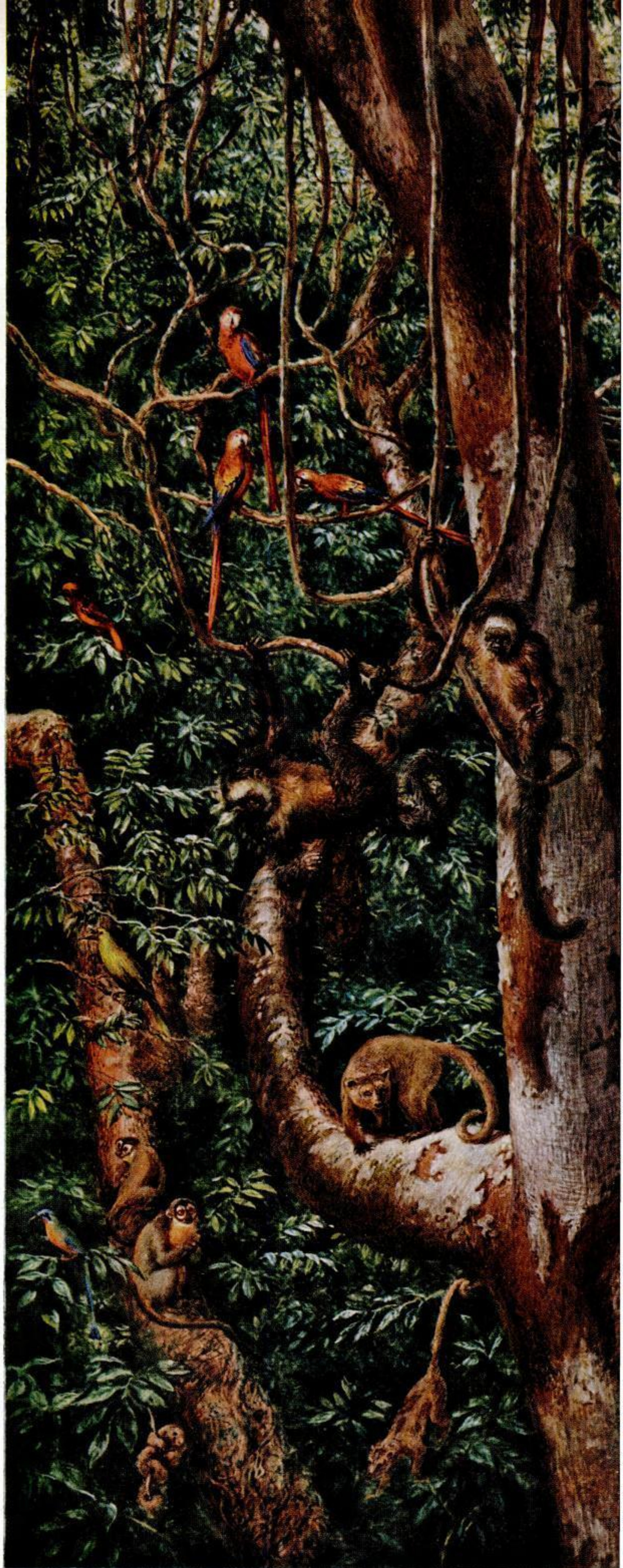
The American monkeys are called ceboids, after *Cebus*, the familiar capuchin or organ-grinder's monkey. But their unique group also includes marmosets, owl monkeys, sakis, spider monkeys, squirrel monkeys, howler monkeys and a few other genera. Among these the star gymnast is the skinny, intelligent spider monkey. Hanging head down like a trapeze artist from the loop of a liana, he may suddenly give a short swing, launch himself into space and, soaring outward and downward across a 50-foot void of air, lightly catch a bough on which he spied a shining berry. No owl monkey or saki can match his leap, for their arms are shorter, their tails untalented. The marmosets, smallest of the tribe, tough, noisy hoodlums that travel in gangs, are also capable of leaps into space, but their landings are rough: smack against a tree trunk with arms and legs spread wide.

The arenas of the canopy are also thoroughfares for competent hunters who walk sedately among the branches without hazarding dignity or health in reckless leaps. Among these are members of the raccoon family—the kinkajou, who uses his prehensile tail mostly when something good is out of reach; and the coati, who frequently descends to the ground for fishing trips and other forays and diversions. Here too with leisurely gait amble two relatives of the giant anteater—the golden-brown tamandua and the silky anteater. Of the climbing cats the most adept is the dainty ocelot, though the jaguar, yaguarundi and margay occasionally join him in the upper stories.

At the other end of the food chain, the only undeviating vegetarians within the canopy are the coendou, a porcupine with prehensile tail; frolicsome squirrels like the pigmy, *Sciurillus*; and the two-toed and three-toed sloths. The latter are also the slowest and dullest of eye, ear and wit. Hanging upside down with their powerful, clawed hands, they move slowly among the branches, munching leaves. So low-gearred is the sloth's nervous system that usually lethal doses of some snake venoms will not affect him, nor can the most appalling injuries inflicted by his enemies, the eagles and jaguars, awake him from his lethargy. Utterly defenseless, unable to fight or flee, the sloth's only protection is camouflage. For this purpose his long hair is encrusted with a green alga that resembles lichen or moss. When asleep in thick foliage, his head tucked slothfully between his legs, he is virtually invisible.

In the tents of the canopy even the reptiles perform feats of grace and daring. The tiny, chameleonlike ho-ko-bee lizard not only leaps prodigiously but lands upside down on the underside of branches far above his head, clinging by means of adhesive pads on his feet. The iguana, a specialist in high diving, will plunge as much as 80 feet from an overhanging limb into a shallow pool below. The green tree boa and the venomous little parakeet snake softly rustle after prey to the very extremities of the tiniest twigs, while the heavier rainbow boa coils his six-foot length around a branch and hangs in ambush, waiting for arboreal rodents and opossums.

Amid the carnival and carnage, the birds provide bright color and loud music—the cotinga and his relatives, the red chatterer and red-cheeked woodpecker; the flamboyant parrots and macaws; thick-billed toucans and toucanets; flycatchers and giant orioles called oropendulas. Here in the stadia of the trees these birds live out their lives, seldom venturing into the shadows below or the eagle-haunted upper air.



RED CHATTERER  
OROPENDULA  
OROPENDULA  
OWL MONKEYS  
SILKY ANTEATER

MACAWS  
WHITE-FACED SAKI  
KINKAJOU  
KINKAJOU

WHITE-FACED SAKI

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TAMANDUA TOUCANET  
RED-BACKED SAKI  
HO-KO-BEE LIZARD  
TREE LIZARD

PARROT  
MACAWS  
IGUANA  
PARAKEET SNAKE

SULPHUR-THROATED TOUCAN  
BLACK MIDAS MARMOSET

COATI SPIDER MONKEYS  
TOUCANET GREEN BOA  
COTINGA

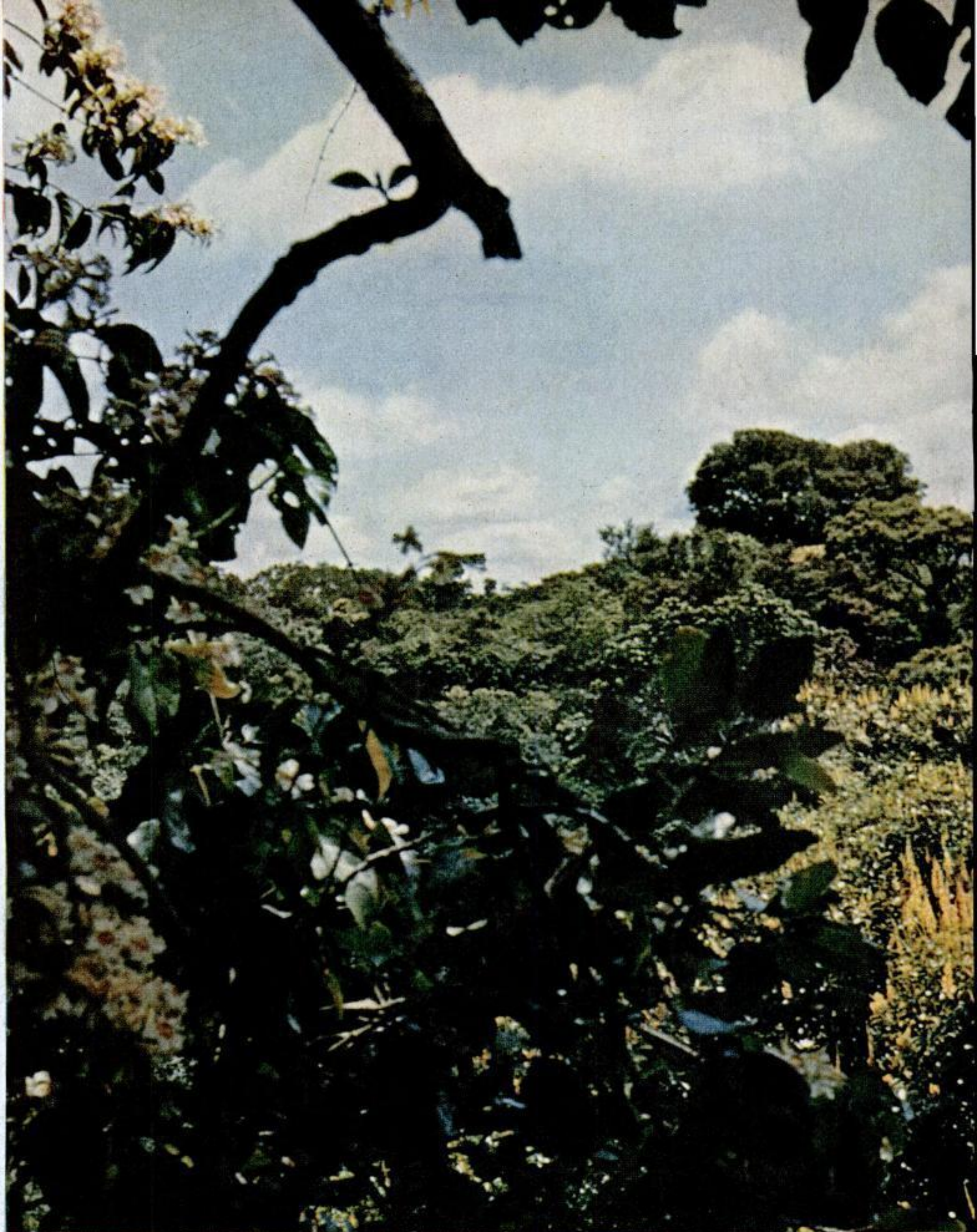
COENDOU  
TWO-TOED SLOTH  
CRESTED FLYCATCHER

PIGMY SQUIRREL  
SPIDER MONKEYS  
THREE-TOED SLOTH  
RAINBOW BOA  
OCELOT



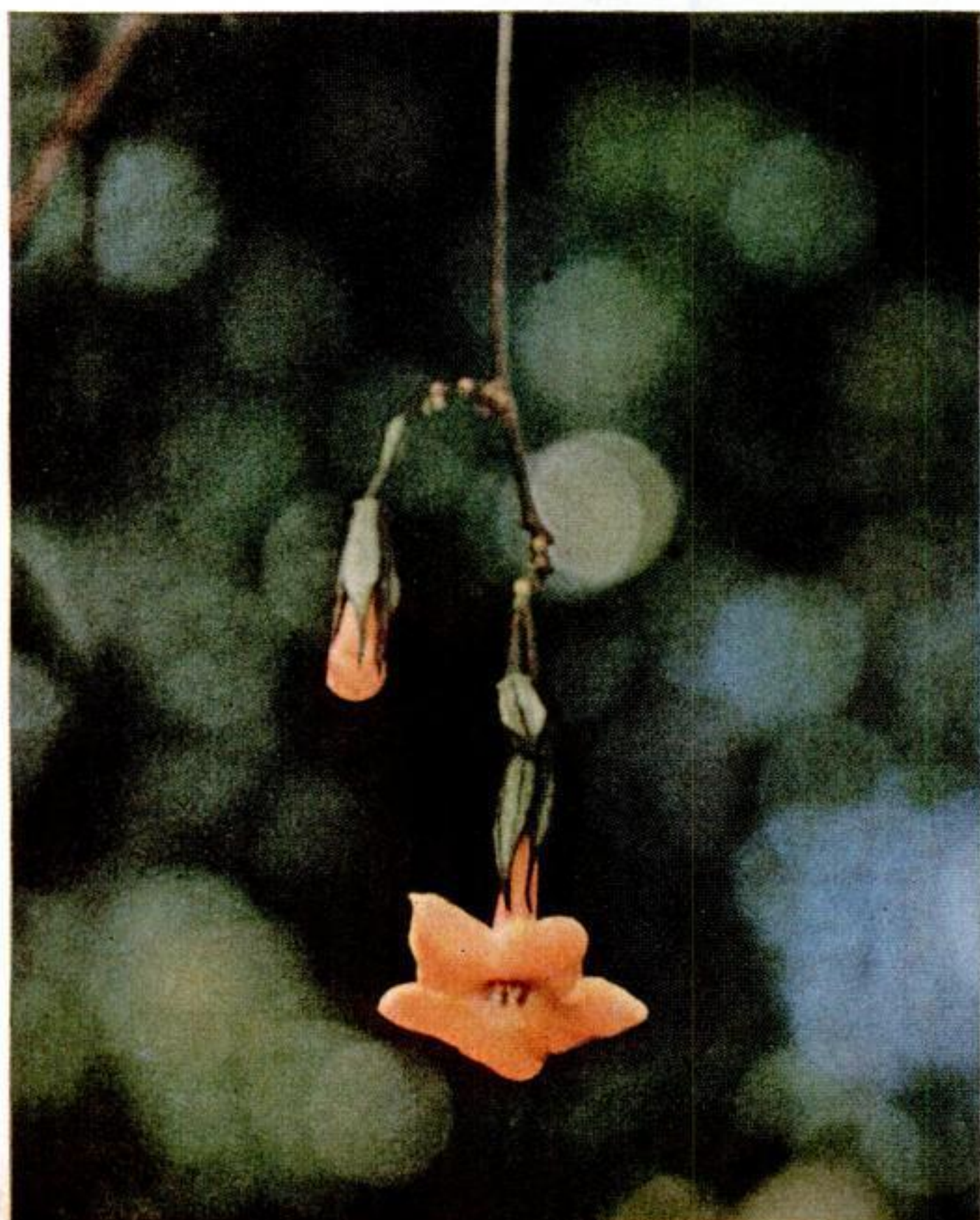


**A LIANA** dangles in knotted loops and loose spirals. Climbing plants like Monkey Ladder (*above*) often clamber into saplings and ride them as they grow.



**THE ROOF OF THE FOREST**, seen here through a leafy window in the dome of a 160-foot emergent tree, rolls away like a sea of green, foam-flecked with

flowers. In the distance another giant emergent tree that has broken through the canopy towers above its neighbors and sprawls out under the sun. The



## THE HANGING GARDENS

**A**TOP the canopy, far above the twilight crypts and shadowy arcades, the countenance of the forest is transfigured. Bathed in warm light, the rolling uplands of leaves create an enchanted parkland whose green domes are garlanded the year around with flowers that exhale perfumes constantly in the sweet mobile air. Not all the blossoms in these hidden gardens spring from the crowns of the trees themselves. Many stem from independent plants whose impulse toward light has placed them by strange mechanisms in the pinnacles of the forest.

One such group embraces the climbing plants, or lianas. Akin in habit to ivy, clematis, woodbine and other climbers of temperate woodlands, the lianas of the forest achieve astonishing dimensions, developing woody stems as much as two feet thick or 500 feet long, and competing vigorously with the trees themselves for light and space. Their fantastic forms festoon the forest with gigantic loops, spirals and arabesques. Aloft, they braid their stems from branch to branch, from crown to crown, closing the canopy, filling every empty leaf space, and weaving their own fabric into the vaulted roof so

**PENDANT IN THE SHADE**, a liana flower hangs below the canopy, accessible to butterflies and bees which never ascend above the roof. Suspending blossoms on long stalks is a device common to many rain forest trees and climbing plants.





crowns of *Vochysia* trees bristle on every hand with sprays of yellow blossoms, and the lookout tree itself is filled with the delicate, purple-hearted

white trumpets and subtle scent of the basket liana (left). The large, rounded, deep green leaves in the right foreground belong to an enormous air plant.



**AN AIR TREE** 35 feet high grows among smaller air plants on the limb of a tree 120 feet above the ground. Its long thin roots dangle to the soil below.

inextricably that even if a tree is severed at the base it often cannot fall. Inured to shade in early life, lianas are essentially sun-lovers; quickened by its rays they bejewel the tree crowns with many blooms.

Even stranger than the lianas are the epiphytes, or air plants—a large group including orchids, cacti, aroids, bromeliads, lichens and mosses—which flower on high in the trees without benefit of ordinary soil. Attaching themselves to fissures and crannies in the branches of trees and lianas, most put forth a fine meshwork of roots which collect dust and plant debris and in time create a soil of their own; the roots of many harbor ants which augment the process by excretion and death. Since water is also a problem, epiphytes are adapted, like desert plants, to sustain periods of drought by quick absorption and careful conservation. Many develop rosettes of overlapping leaves which catch and hold water and incidentally serve as breeding places for mosquitoes, frogs and swarms of tiny invertebrates. Others send dangling roots down through the canopy until they can take nourishment directly from the earth itself, whereupon they may grow into large and burdensome trees atop the trees that cradled them. A few become stranglers, fabricating their own massive trunks around their supporting trees until they smother them completely and they die.

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**UPLIFTED TO THE SUN**, the violet blossoms of another liana bloom in the well-lighted reaches of the treetops where they attract the gaudy butterflies of the roof. Delicately scented themselves, their stalks when broken smell of garlic.





## PAVILIONS IN THE SKY

THE frontier regions of every realm of nature inevitably attract the adventurer, the vagabond and the marauder. And so it is with the hylaea, where only the most athletic and audacious climbers dare to scale the vertiginous scaffoldings of the highest treetops in the border zone between forest and sky. Here they not only expose themselves to every perversity of wind and weather, but to fierce aerial pirates that patrol the tropic skies: owls, eagles, falcons and hawks. By day the high-climbing animals usually remain safely below the canopy; it is mostly at night that they mount aloft to gather the nuts and fleshy fruits that flourish on the heights.

Most notable of the high perch artists are the squirrel monkeys, capuchins and red howlers. Of these, only the squirrel monkey lacks a prehensile tail; yet, agile and assured, he stands recklessly erect in places where squirrels themselves will not venture. A lover of heights, he seldom descends from his eminences, save to sleep or seek shelter from storms. The capuchins are less sensitive to rain—and, indeed, to any of life's adversities. So strong in body are they, so indiscriminating in diet, so insatiable in mating that they have succeeded numerically beyond all other South American monkeys.

The hylaea's most conspicuous primate, however, is the seldom seen but compellingly obtrusive red howler. Endowed by nature with a grotesque, humanoid face with a full, pointed beard, the howler's supreme attribute is his voice. Rendered fortissimo, the song of the howler is composed of the most electrifying, ear-splitting and blood-chilling series of animal sounds ever produced on earth. Perhaps the best description of a howler concert was set down by W. H. Hudson, in his famous novel of the rain forest, *Green Mansions*: "All at once, close to me sounded a cry, rising at the end to a shriek so loud, piercing and unearthly in character that the blood seemed to freeze in my veins. . . . It may give some faint conception of the tremendous power and awful character of the sound thus produced by their combined voices when I say that this animal—miscalled 'howler'—would out-roar the mightiest lion that ever woke the echoes of an African wilderness."

The howler's unparalleled vocal powers derive from an anatomical peculiarity: a hollow bone at the base of his tongue, specially shaped and enlarged into an apple-sized sound chamber that amplifies his vocal vibrations to incredible volume. How many choristers generally participate in a howler cantata is a matter of uncertainty, for it is performed from curtained stages, and in captivity howlers will not speak with full voice, but pine away wretchedly and soon die. In the forest their howls can be heard for miles and sound like a full choir in complex atonal harmony—yet many zoologists say only one or two voices are involved. The burden of their concert is clearer, for first one group, then another takes it up and hurls it back and forth across the forest roof, each proclaiming in menacing tones the extent of their territories. From late afternoon through the night, the challenges are made and answered intermittently, but towards sunup they rise in volume and blend into a continuous cacophony of snarls.

As the sky reddens in the east the last wails die away and a new series of sounds issues from the green belfries of the roof. Now, the monkeys are subjected to much irritable scolding from early-rising, bad-tempered parrots and macaws, umbrella birds, doves and toucans. There is need for haste. For at any moment a drifting shadow may darken the green tapestry below. Then suddenly, silently, the tyrant of the treetops will descend from the sky—the cruel-taloned harpy eagle, with seven-foot wings outspread. When he plummets, the eagle seldom misses his prey, whether a leaping monkey which he grasps in mid-air and bears off screaming, or a stupid sloth which he tears away limb by limb from the branch to which it soundlessly, stubbornly clings. Meanwhile overhead soars the feathered jackal of the skies, the huge king vulture.

The time of danger is now at hand, and amid the encircling mists of morning the monkeys clamber down to their shadowed playgrounds and dormitories in the canopy below, leaving the watchtowers of the forest to the birds. During the long, hot day, cloud swifts and other migrants wing past on their journeys to distant lands. Parrots and toucans parade their bright-painted feathers. And the tiny humming bird, *Chrysolampis mosquitus*, poises on invisible wings above a nectar-filled flower that has opened its tiny trumpet to the sun.



KING VULTURE  
SQUIRREL MONKEY  
CAPUCHIN MONKEY

DOVE  
GECKO

DOVE  
CAPUCHIN MONKEY  
SQUIRREL MONKEYS

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CLOUD SWIFTS  
HARPY EAGLE  
TOUCANET

SQUIRREL MONKEY  
UMBRELLA BIRD  
POMPADOUR CHATTERER

PARROTS  
MACAW  
RED HOWLER MONKEY

MACAW  
RED HOWLER MONKEY  
HUMMING BIRD

RED HOWLER MONKEY  
MACAW  
RED HOWLER MONKEYS





**TREEHOPPERS** and their white larvae feed on young red leaves while stinging ants stand guard. The treehoppers secrete a substance called "honey dew" which the ants lap up. In return the ants protect them from predatory insects.

## WORKERS AND WASTERS

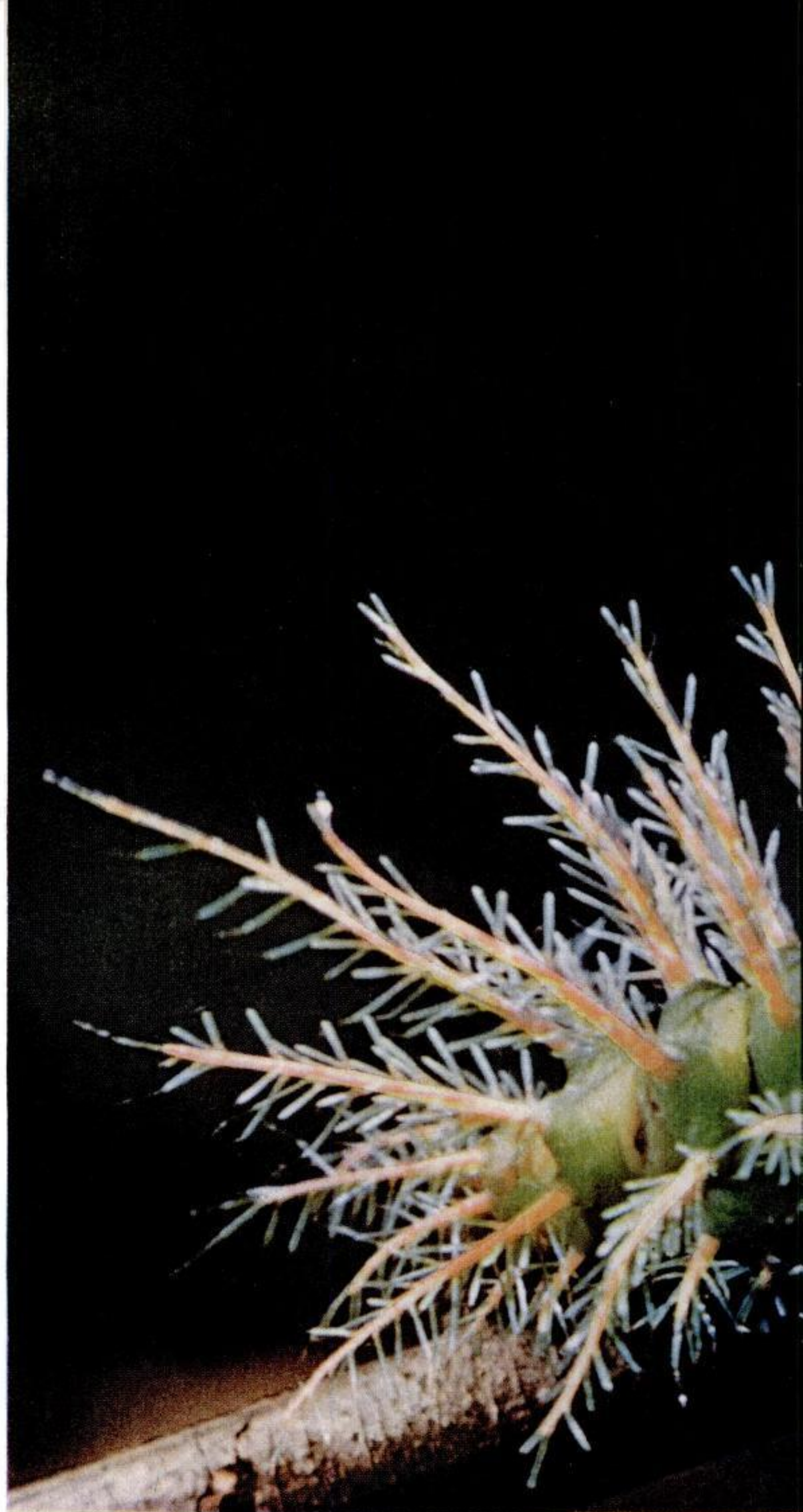
**F**ROM the attic of the forest to its secret mazes beneath the floor the insects swarm in illimitable hordes. Their species alone are counted in hundreds of thousands; their disguises defy classification. In their arcane world mimicry attains its apogee: here leaves may hop, bits of bark may crawl, flowers may fly, butterflies may wear the garb of wasps, and caterpillars the sinister livery of spiders.

In the cycle of forest life insects play a dual role—as agents of destruction and regeneration, as wasters and workers. Most plants depend on bees and other insects for pollination. Conversely, innumerable trees are riddled by termites and beetle grubs; incalculable masses of foliage are destroyed by grasshoppers and leaf-cutting ants. Most dramatic of the insect populations are the army ants whose blindly marching legions ravage the forest floor of all life unable to flee them, and the huge *Morpho* butterflies whose iridescent wings shine like stained glass in the sun-touched galleries aloft.

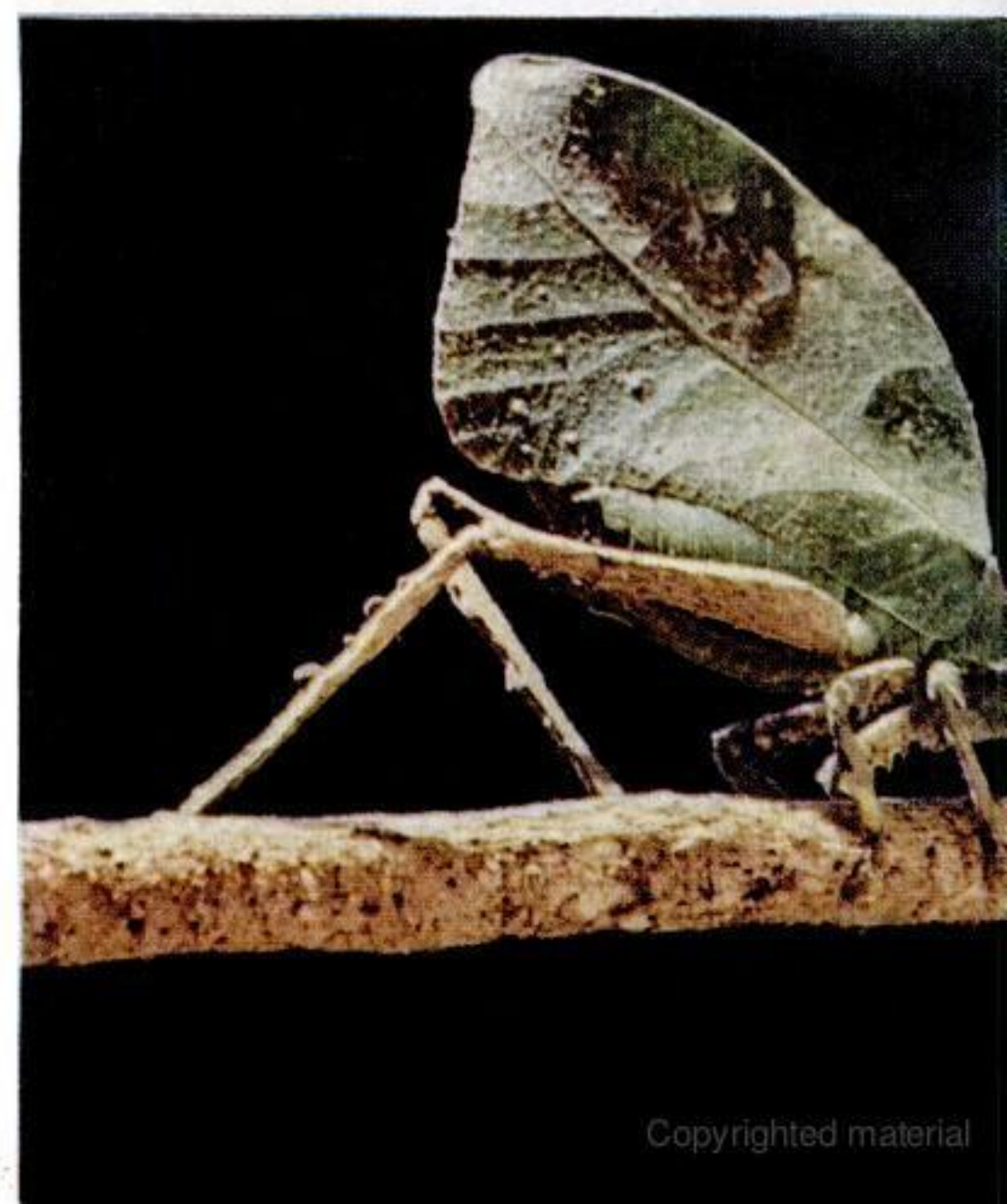
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**A SUNNY-HUED BUTTERFLY** (*Heliconius phyllis*) lights momentarily in a clearing on the forest floor, relying on his gaudy colors to warn birds that his

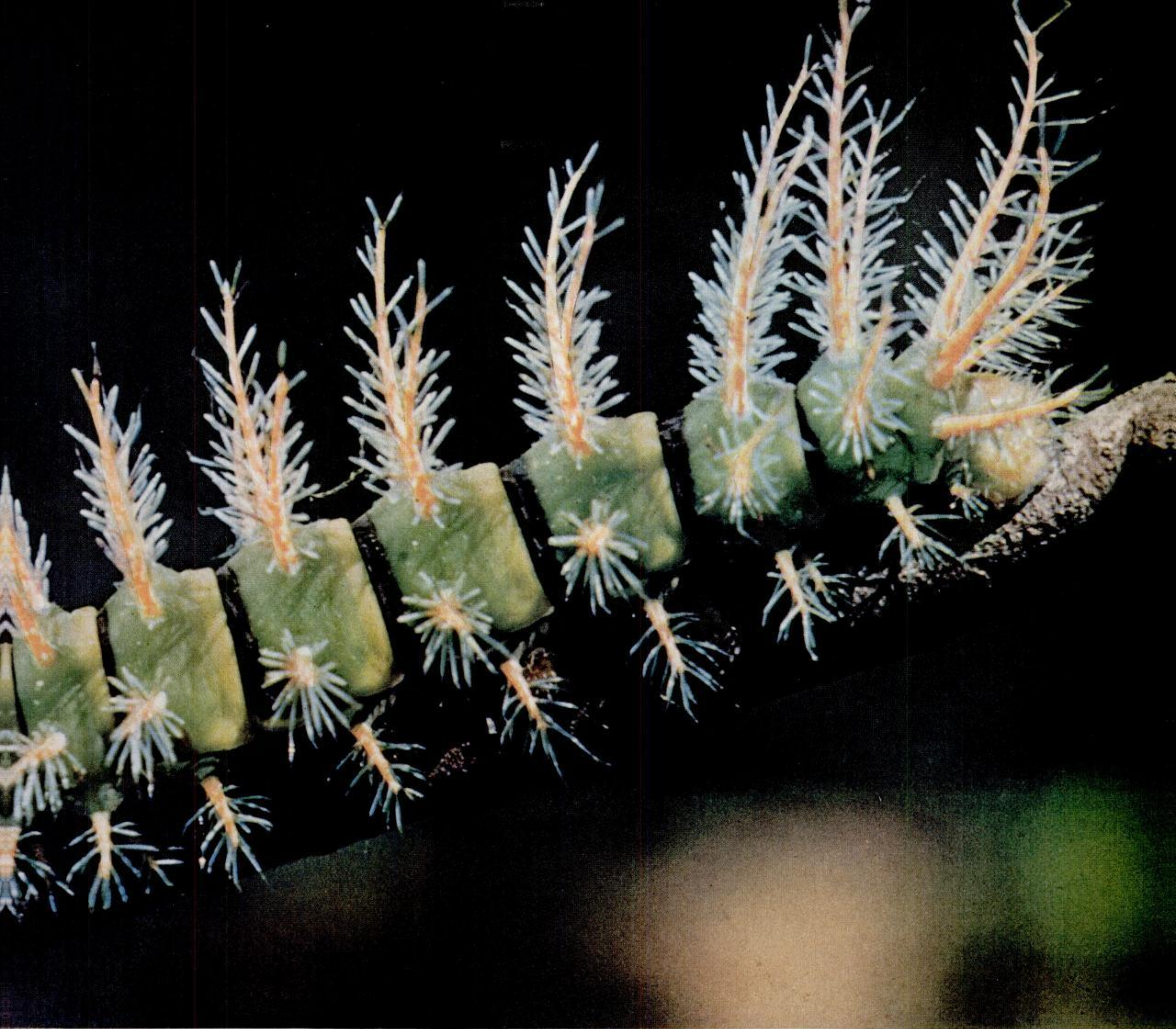
taste is bitter. In general a roof-dweller, he sometimes descends in sunny glades where trees have fallen or skims above the surface of slow creeks.



**A KATYDID** perches on a branch like a growing leaf. The strangest feature of the katydid's perfect camouflage is that its two wings, artfully veined







**BRIGHT AND VENOMOUS, A SIX-INCH CATERPILLAR SWARMS DOWN A STEM TO GORGE ITSELF ON LEAVES. CONTACT WITH ITS POISONED SPINES CAN MAKE A MAN ILL FOR DAYS.**

and blotched as if with blight, curve in opposite directions, cupping downward on one side and up on the other, yet somehow sustaining it in flight.

**AN IRIDESCENT BUTTERFLY** (*Morpho adonis*) spreads the five-inch span of its glittering sapphire wings. Ordinarily it flits languidly among the highest

treetops, feeding on nectar. The large wings of morphos are often frayed in passing through foliage or in combat with other members of their species.







**A FUNGUS FOREST** half an inch high springs into being when tiny toadstools arise from rain-moist leaves. The main filamentous mass of the fungus *Marasmius* spreads beneath the litter; the toadstools are its reproductive shoots. Each

one has, under its umbrella-shaped head, a number of slits or gills lined with spores. When ripe the microscopic spores are shot off by the millions and float away into the air. Most never germinate, but a few survive and beget new fungi.

## THE FOREST GRAVEYARD

**F**OR many hours after a tropical storm, raindrops trickle down, leaf by leaf, through the close-spun layers of the canopy and fall to the forest floor. Lighting on humus and leaf litter, on fallen limbs and rotting logs, they abet the processes of decomposition and decay. As though to signalize this charnel work, tiny, brightly painted toadstools rise and stud the forest aisles with their small monuments.

Abstractly flowerlike in shape and pigmentation, each is the short-lived reproductive shoot of some fungus whose invisible root filaments are prying apart the tissues and sucking up the goodness of some dead or dying organism on which it lives. Some are molds so tiny that their presence is manifested only by a blotch of color on the surface across which they creep; others are minute mushroom shapes lifted a few millimeters in the air by delicate stalks rooted on a fallen leaf or twig; still others spread gross platters two feet or more in diameter across the bark of fallen trees. Fungi, however, are

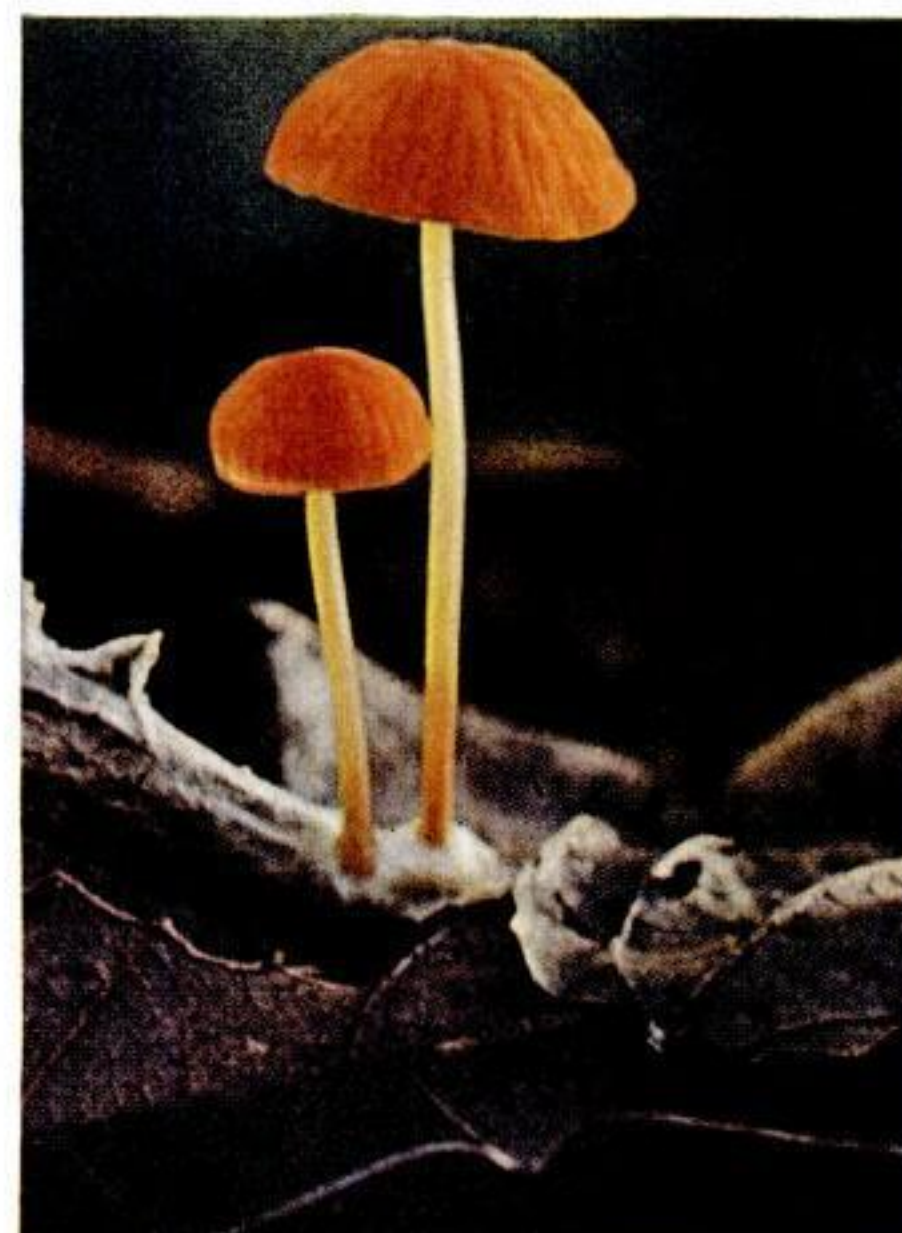
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**A LEANING DOME** two inches high is reared by the gill fungus *Lepiota*. Like the monument of some elfin cult, it flourishes throughout the tropics.



**A MOSSY NEST** built by termites out of chewed wood wraps a burl around a sapling's trunk. By eating wood, termites help fungi clear up debris.



**VERMILION PARASOLS** of gill fungus *Mycena* are edible mushrooms, despite their poisonous color. Unlike most fungus shoots, they live for months.





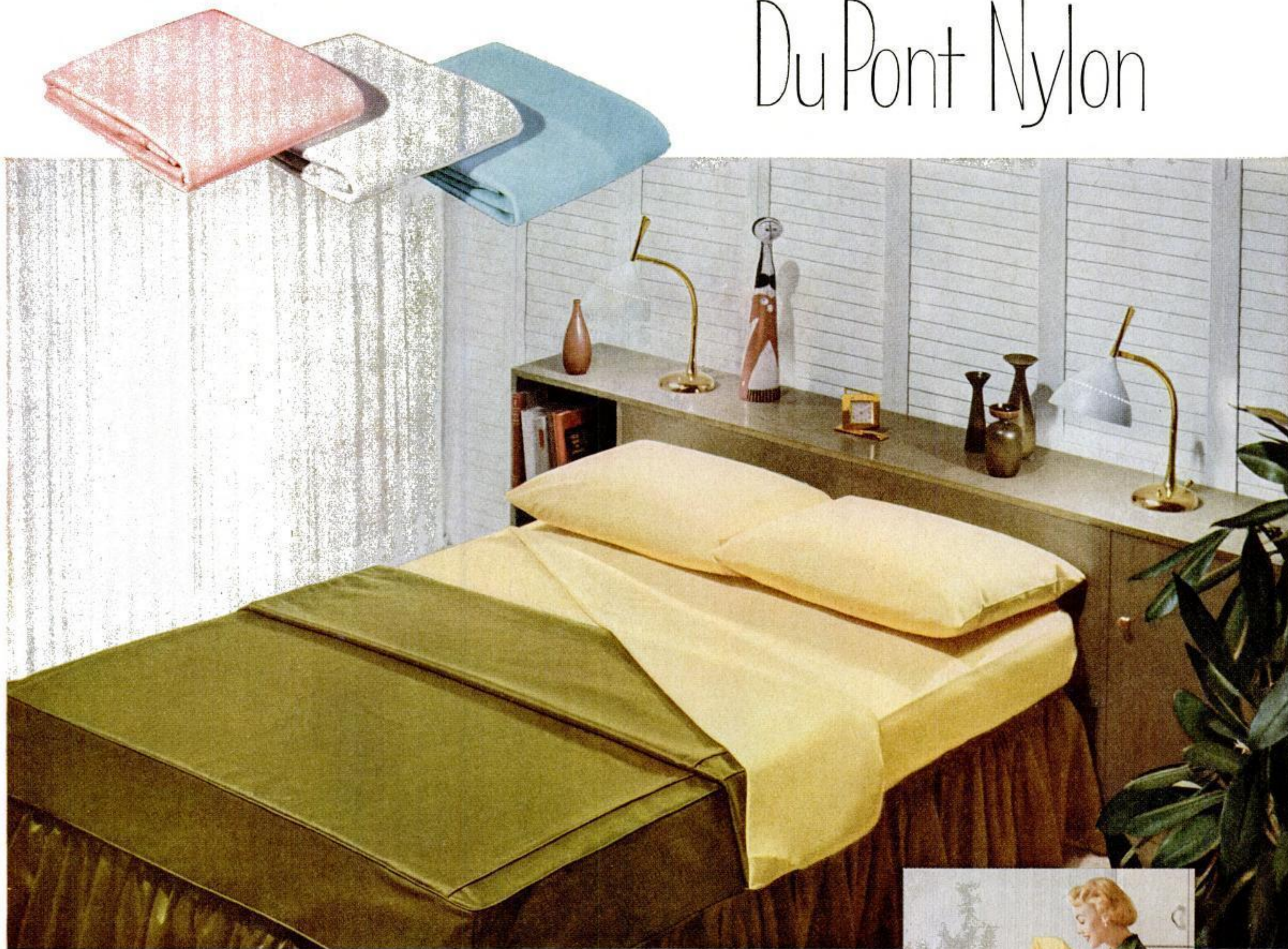
**A BRIMMING BOWL** of the cup fungus *Cookeina*, half an inch across, perches beside a rotting log. In structure this fungus is the antithesis of gill fungi, for it contains its spores in capsules on its upper surface. At maturity the spores

are fired upward by hydraulic action and scattered like bird shot in the air. In time the disintegrating agencies of fungus and water convert the log and nearby leaf litter into humus which continually washes down into the soil.



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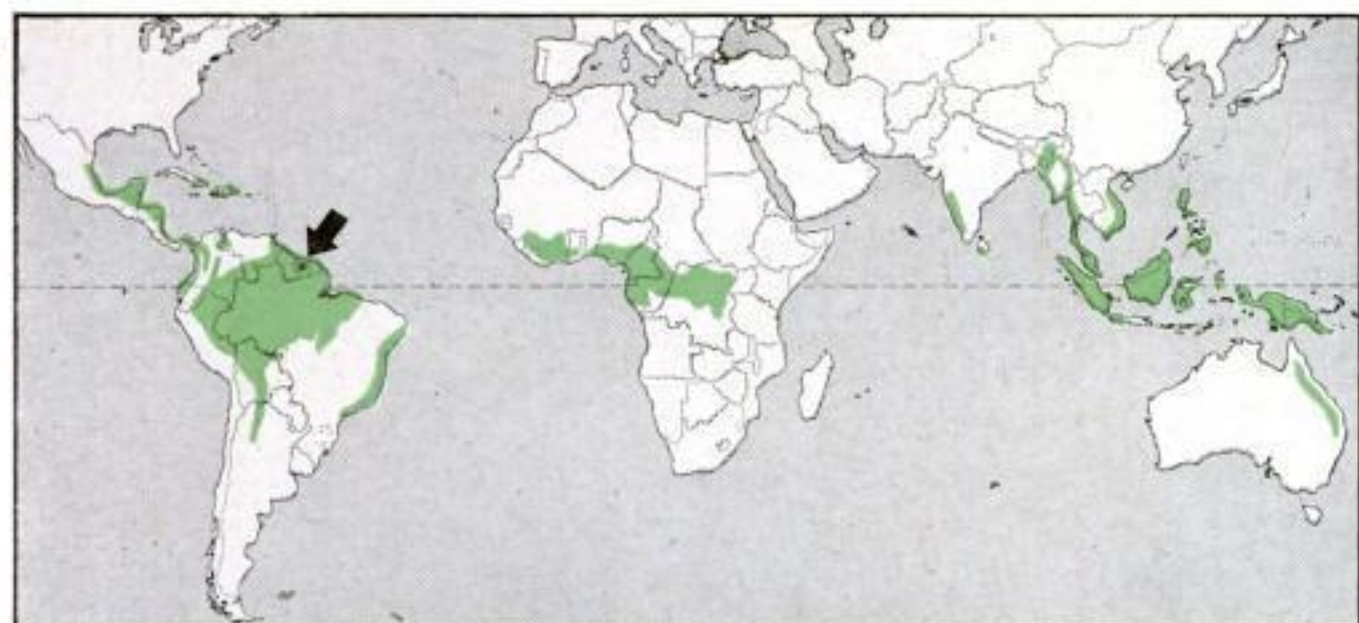
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**EQUATORIAL GIRDLE** of rain forest (green areas) covers more than one tenth of earth's land surface. Forest described in article is located by arrow.

## RAIN FOREST CONTINUED

not the only agents of decomposition in the rain forest. Collaborating with them in the never-ending chore of cleaning up the forest refuse are bacteria, protozoa, worms and various insects—most notably the termites, or white ants, which devour wood and swiftly riddle every wind-thrown bough or splintered stump that litters the forest floor.

Even the stoutest log of glass-hard wood may be converted in a few years by their voracious jaws into a spongy shell scarred with the claw marks of every perching bird. And while the termites and fungi tunnel the tissues of fallen trees, bacteria are at work, rapidly transforming wood into humus, and humus into nitrogen compounds, carbon dioxide and mineral matter. So, in time, all living things from the tallest tree to the smallest bird—gauzy leaf and woody limb, spent flower and errant seed, beetle corpse and butterfly wing—return to the earth in death, dissolved in the gentle dripping of the filtered rain.

As in every liturgy of nature, themes of death and decay are succeeded by those of regeneration. Over every wound opened by the fall of a giant tree, by fire or winds or the depredations of man, the forest ultimately repairs its scars. But the process of healing is slow and complex. As soon as a gash is torn in the forest cover, sunlight floods in, exciting a vigorous outburst of swift growing invaders—first ephemerals, herbaceous weeds, grasses and scrambling sedges; later, shrubs, climbers and small trees, all glorying in the golden sun. In a few incredible weeks the ground is colonized with dense tangles of undergrowth. Then larger trees appear, soft-tissued, light-loving, mounting with astonishing eagerness toward the sky—often 24 feet in two years. Yet their triumph is evanescent, for the trees of such secondary successions are usually lower and less varied than those of the virgin forest.

Meanwhile the spread of the native trees is immobilized by the binding barrier of the sun, for their saplings require shade; exposed to the glaring sunlight they are stillborn or quickly choke in the convolutions of the intruding vegetation. Yet the mechanisms of the rain forest work slowly but unrelentingly toward the restoration of the primeval forest.

The intruders, so dependent on the sun, carry the seeds of their own destruction. Fighting for light, they weave a new canopy that sheds an ever-thicker, ever-darker shade. Their offspring, light-demanding, die in the shadow of their progenitors, leaving space

CONTINUED ON NEXT PAGE

## A NOTE OF ACKNOWLEDGMENT

LIFE is indebted to the following scientists for assistance in the preparation of this essay: Dr. Charles M. Bogert, T. Donald Carter and John Pallister, The American Museum of Natural History; Dr. J. C. Lindeman, Botanisch Museum en Herbarium, Utrecht; Philip Hershkovitz and Colin C. Campbell Sanborn, Chicago Natural History Museum; Nicholas Guppy, Drs. Bassett Maguire and Donald P. Rogers, the N.Y. Botanical Gardens; Peter van der Voorde, Surinam Landbouwpromoes Station; I. A. de Hulster, W. J. J. Snijders and Peter Versteegh, Surinam Landsboschbeheer; Dr. D. C. Heiskes, Surinam Museum; Dr. S. Dillon Ripley, Yale University; Ivan T. Sanderson, zoologist and author.

Special thanks are due to the government of Surinam (Dutch Guiana) which supplied transportation and heavy equipment for LIFE's expedition into the forest, and especially to the native foresters who accompanied the expedition and gave generously of their labor and experience and enthusiasm.

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## RAIN FOREST CONTINUED

for the shade-tolerant saplings of the primary trees to move slowly back into their original domain. How long these processes require depends on the breach in the forest roof. Small trees which do not bring down others in their death throes may regenerate their kind in a decade. But the toppling of giants in swaths of broad destruction may inflict wounds that persist for a century and even longer. Devastation by such cataclysms as fire following drought may alter the forest mosaic.

Until relatively recent times man exercised little effect on the rain forest, for it was largely uninhabited save by hunting aborigines who knew little of agriculture. Today the forest fabric has been disturbed by western civilization, by the demolition of vast tracts of forest for rubber, coffee and cocoa plantations and their subsequent abandonment and replacement by secondary growth. Even more destructive has been the spread of subsistence agriculture among the native populations. Throughout the hylaea, not only on the fringes and along the riverbanks but deep in the green heart of the forest, native tribesmen raze patches of timber, burn the fallen trees and plant such crops as cassava, maize, yams, bananas and hill rice. At once the character of the soil is changed. The glaring sun destroys the humus. The torrential rains, beating down in full fury, leach and erode the naked surface layers. After a season or two the impoverished plot is abandoned and the chaos of secondary growth overruns the maimed earth.

Throughout extensive areas of the tropics the tall and stately primeval forest has given way to eroded land, scrub, savannah and the jumble of secondary growth. Just as the virgin forests of Europe and North America were laid low by man's improvidence, so those of the tropics are now vanishing—only their destruction may be encompassed in decades instead of centuries. A few authorities hold that, except for government reserves, the earth's great rain forests may vanish within a generation. The economic loss will be incalculable, for the primary rain forests are rich sources of timber (mahogany, teak) and such by-products as resins, gums, cellulose, camphor and rattans. No one, indeed, can compute their resources, for of the thousands of species that compose the forest cover, there are only a few whose physical and chemical properties have been studied with a view to commercial use.

Most important of all, the primeval rain forest is a reservoir of genetic diversity, a dynamic center of evolution whence the rest of the world's plant life has been continually enriched with new forms. Inevitably the destruction of the rain forest would alter the future course of botanical evolution. If specimens of the plant communities of the primeval rain forest are to persevere for future generations, extensive reserves must be defended from the acquisitive hand of man, whose ruthless ax would expose them to the ravages of sun and rain. For it is man, not nature, who in the final analysis is the agent of "the destruction that wasteth at noonday."

## A WOODLAND AREA NEAR HOME

In contrast to LIFE's essays on exotic regions of the earth—the humid rain forest, the frozen tundra, the sun-parched desert—Part XII of "The World We Live In" will examine the infinite variety of life and form found in a few woodland acres in New Jersey, a Temperate Zone forest. Here, in Mettler's Woods, virgin remnant of a primeval timber stand, the cycle of changing seasons belies the accepted myth of "moderate" climate. For brief periods each year climatic extremes approach those of desert, tundra or tropics. Yet despite nature's inconstancy the woodland nurtures a myriad of plants and creatures, each of which has found its own way to survive the rigors of the seasons. The living spectrum of feathered, furred, finned and infinitesimal animal life will be shown in eight pages of colorful drawings by Walter Linsenmaier. Eleven pages of photographs by Gjon Mili will unfold the changing drama of the woodland area from spring's first violet, through summer's verdure and fall's colors, to the snow-covered stillness of the trees in wintertime.



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The new '55 Softone Look is a completely new approach to color harmony.

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Softone Ensembles  
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**IN TOWER OF BUSH STICKS** Eisenstaedt, clad in underwear, climbs to a covered platform to photograph profile of forest as afternoon rain starts to fall.

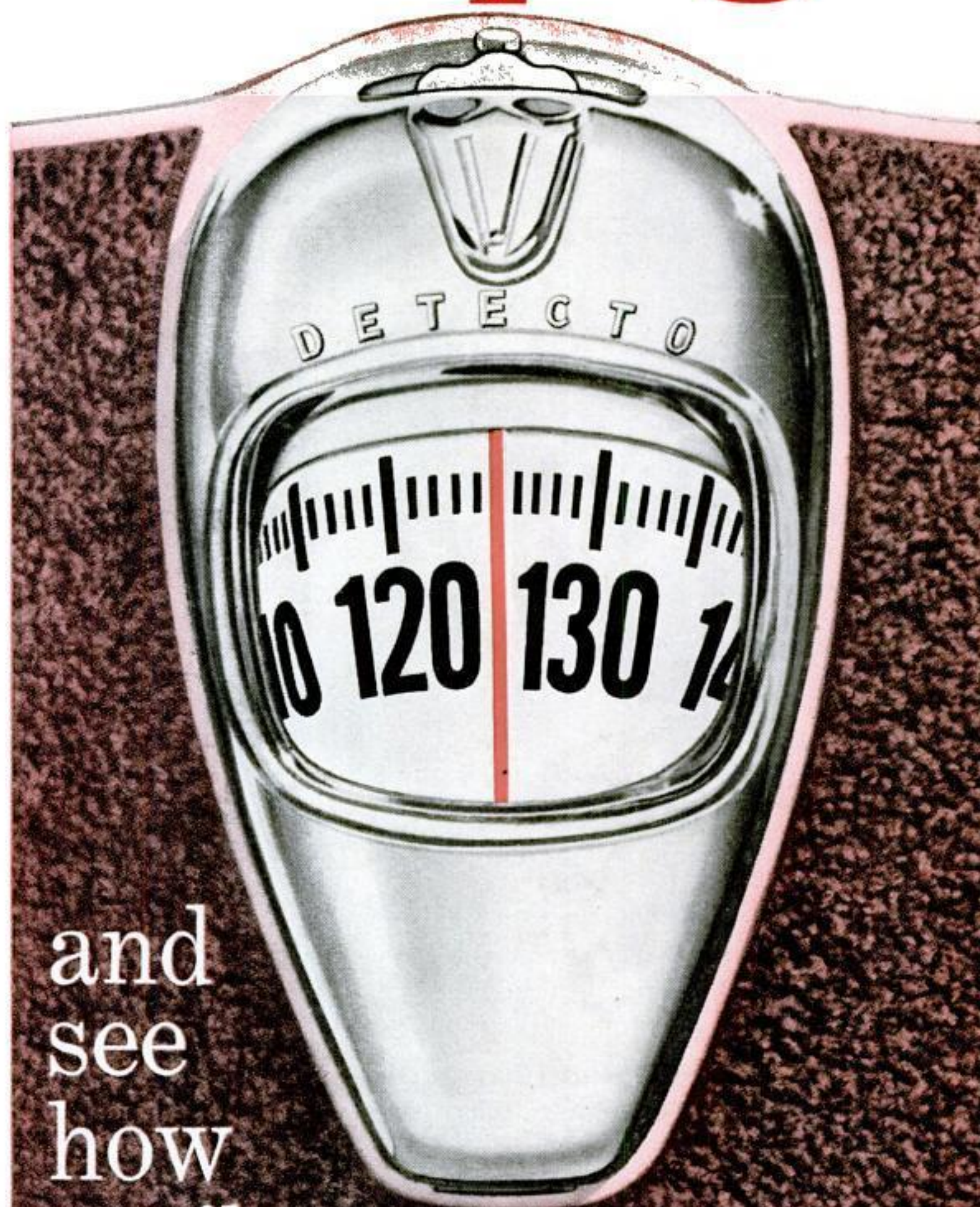
## RESEARCH AT SOURCE

Because the rain forest has been sparsely explored and studied, LIFE had to undertake basic scientific research for its story (pp. 76-102). To locate the area, an editorial scout early in 1953 joined a Surinam government exploration into regions where white men had first set foot a few months before. In October a party went back to outfit a camp and study the forest. In November Photographer Alfred Eisenstaedt, Artist Rudolph Zallinger, Reporter David Bergamini and a safari of seven natives moved into camp to make the actual pictures.

Living in thatched huts, the explorers endured fogging camera lenses, biting giant ants, threatening snakes, constructed five aerial perches ranging from a 20-foot tower (above) to a 120-foot-high tree house whence the roof of the green world could be sketched and photographed. When the party emerged after two months it brought back original contributions to rain forest knowledge. Bergamini's collection of fauna and flora contained previously unknown species. Zallinger's detailed paintings assembled facts hitherto incompletely described. Eisenstaedt's 4,000 Kodachrome exposures added notably to the world's meager archive of rain forest photographs in color.

CONTINUED ON NEXT PAGE

# stand on this page



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see  
how  
easily  
you  
can  
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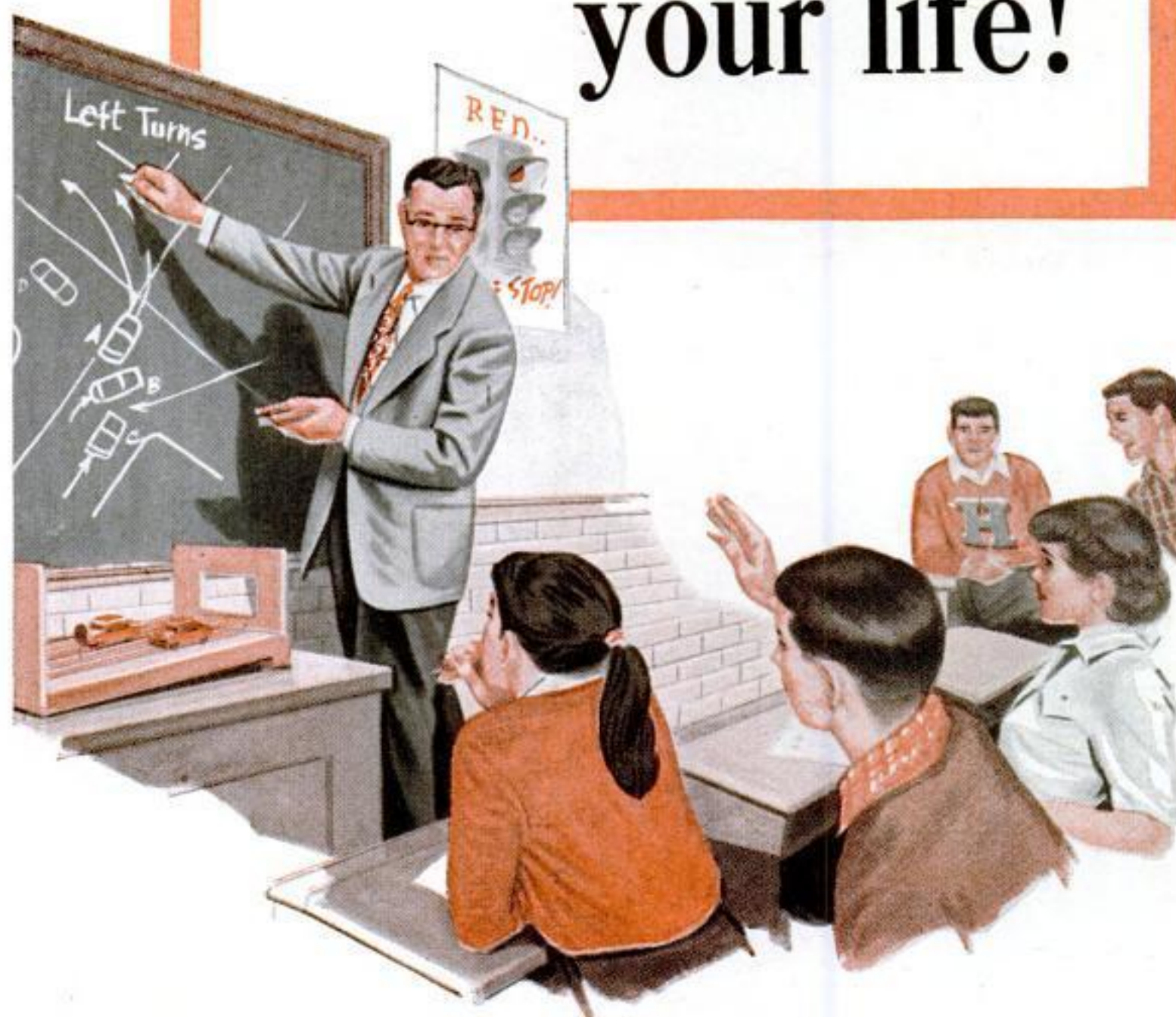


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## RAIN FOREST CONTINUED



**LOOSE PAJAMAS** were Zallinger's uniform when sketching near camp. He said this gave him more freedom to scratch ant bites.



**INDIAN CREW** rests on log before hut after tense day in trees. Leader Tempico (center) has headed many "bush" expeditions.



**LETHAL FER-DE-LANCE**, displayed (dead) by Bergamini, ambushed party as they filed out of camp on last morning. Coiling too late to hit guide Tempico, it remained in striking pose ready for second in line, Eisenstaedt, but was seen in time and shot.





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## "Butterscotch Oatmeal"

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**The wonderful taste** of good hot oatmeal is always a treat. What other breakfast cereal — hot or cold — tastes as downright delicious as Quaker Oats? And for variety children, and grownups too, like to eat their oatmeal with toppings, as shown at right.



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Folks are delighted with the refreshing juiciness and bright color of their favorite fruit, fresh or frozen, on Quaker Oats.

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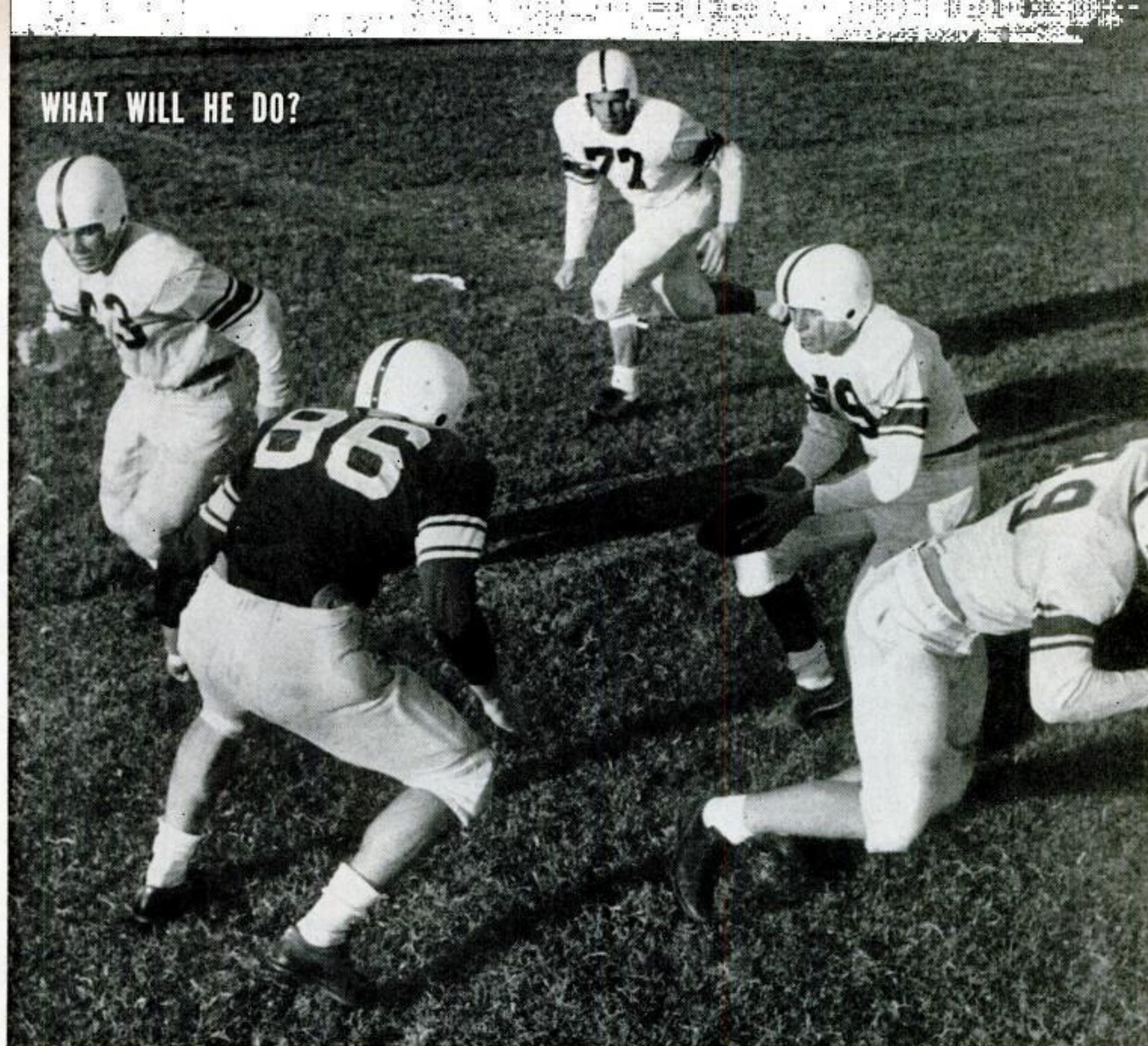
Here's an amazing, new lipstick achievement—  
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Mink Cope by  
Alfred Rainer.





AS DEFENSIVE END (86) MOVES IN, QUARTERBACK (19) TRIES TO DECIDE WHETHER TO FLIP LATERAL OR RUN

## WATCH FOR THE OPTION PLAY

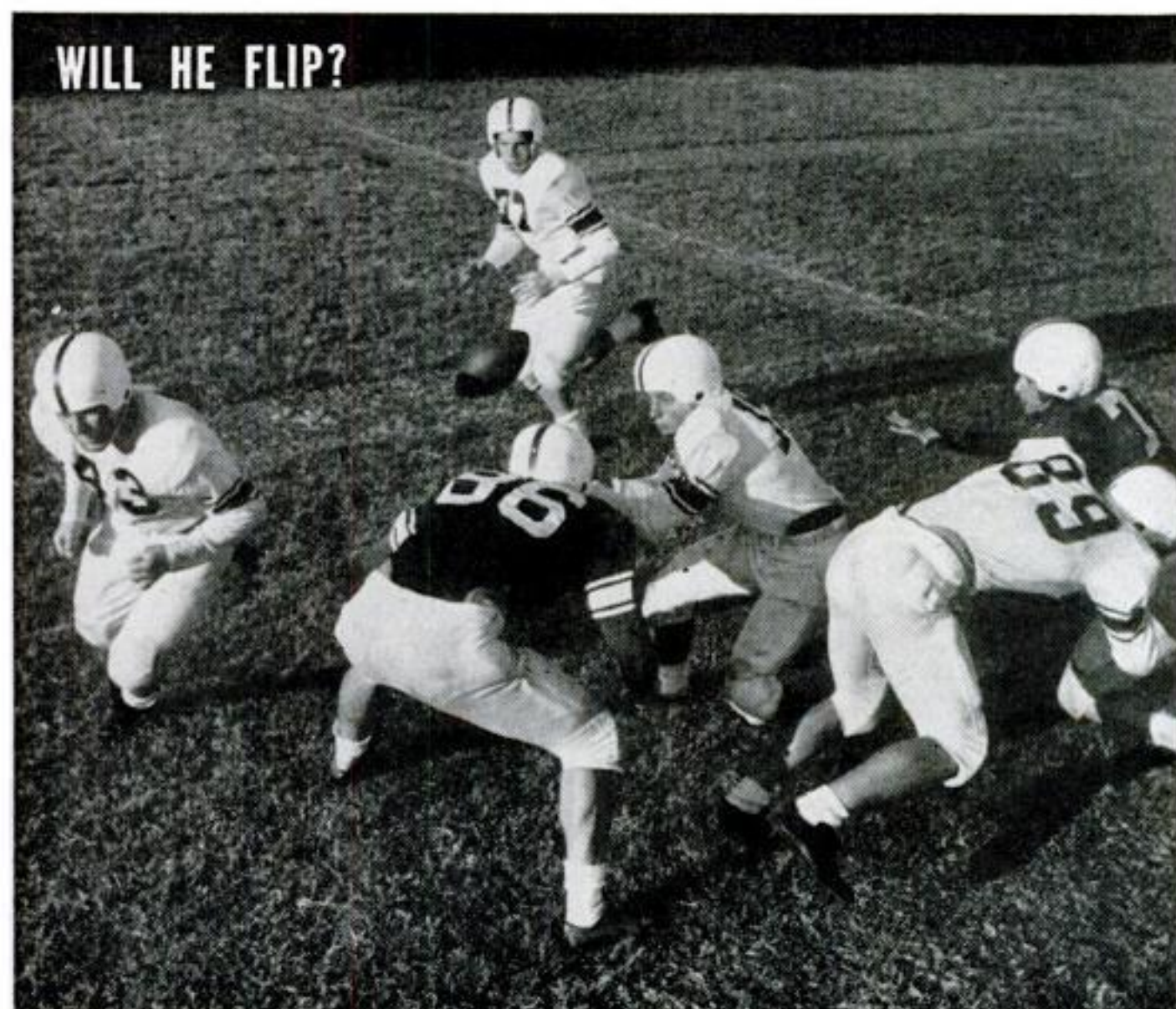
**Football's newest tactic gives quarterback a choice of action, spectators a chance to watch the ball**

For 10 frustrating years spectators have paid their way into football stadiums and have been victimized by sleight-of-hand tactics. They saw quarterbacks crouching behind centers, saw a flurry as the ball was snapped and well-drilled operatives faked and decoyed in all directions. Eventually, when the play was all over, they discovered who had the ball. But this fall, thanks to the rapidly spreading vogue for a maneuver known as the option play, they will have the gratifying experience of being able to follow the ball most of the time.

Ordinarily the play called in a huddle has been the one executed, regardless of what the defense did. The purpose of the option play is to

force the defense to commit itself, then act accordingly. Depending on how the defense reacts, the quarterback either keeps the ball and runs with it or else he tosses a lateral to his halfback. Properly executed—it requires a quarterback who is smart and can run and pass—it is effective, spectacular and easy for a crowd to see.

Wherever used, results have been startling. Four top college teams—Oklahoma, Notre Dame, Texas and Maryland—use it. The most successful practitioner has been Coach Bud Wilkinson of Oklahoma. His option, shown on this and the following pages, will be seen by 80,000 eyewitnesses, millions of TV viewers when Oklahoma plays California this Saturday.



**EXERCISING ONE OPTION,** Quarterback Gene Calame tosses a lateral to Halfback Buddy Leake (77) as defensive end (86) comes charging straight in.



**TAKING ALTERNATIVE,** Calame keeps ball, suddenly changes direction and runs through the line as the end, guarding against a lateral, floats with the play.



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BRIGHTEN YOUR  
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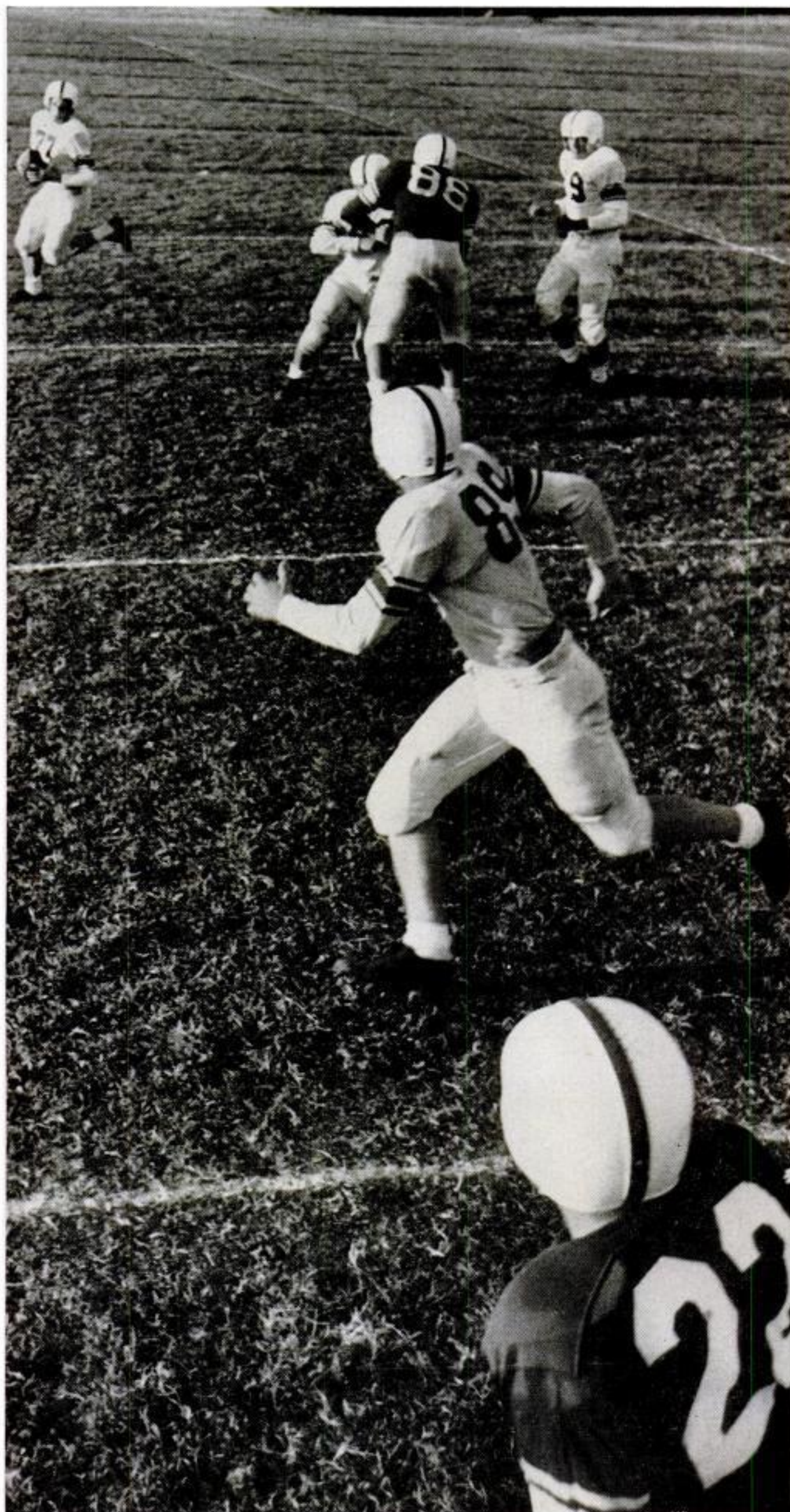
**IMPROVE HAIR LOOKS  
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Option Play CONTINUED

## HALFBACK HAS AN OPTION TOO



**TAKING THE LATERAL** as result of Quarterback Calame's option, Halfback Buddy Leake (77) races with the ball. He is now free to run or pass.



**MAKING HIS MOVE**, Leake starts to run because defensive halfback (22) kept back, expecting a forward pass. If he moved in, Leake would throw to 89.

CONTINUED ON PAGE 114

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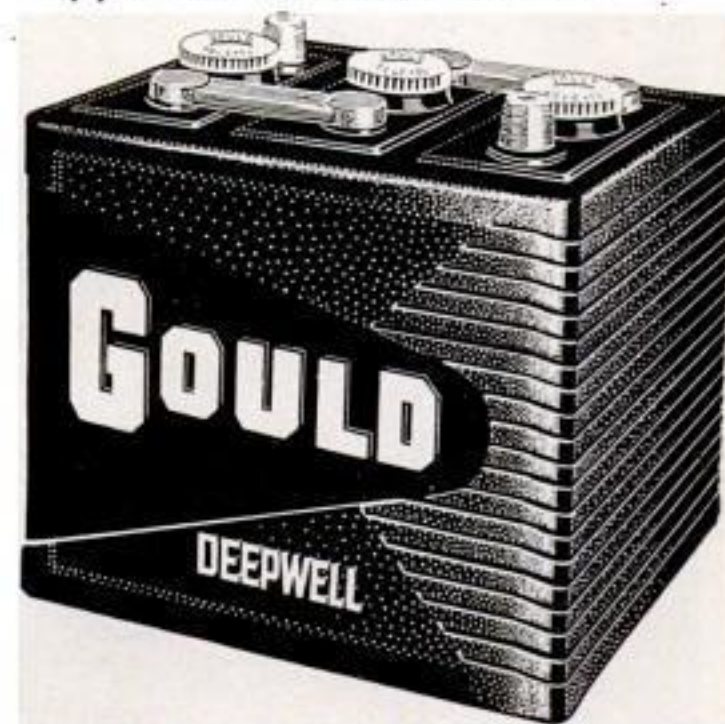
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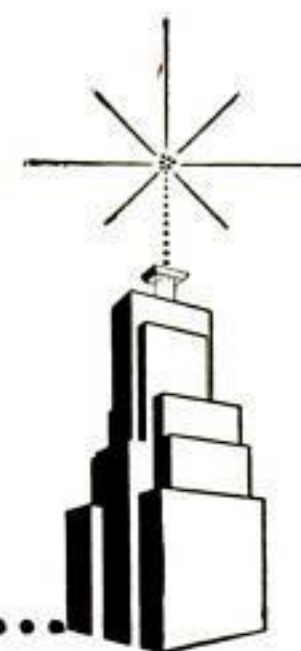


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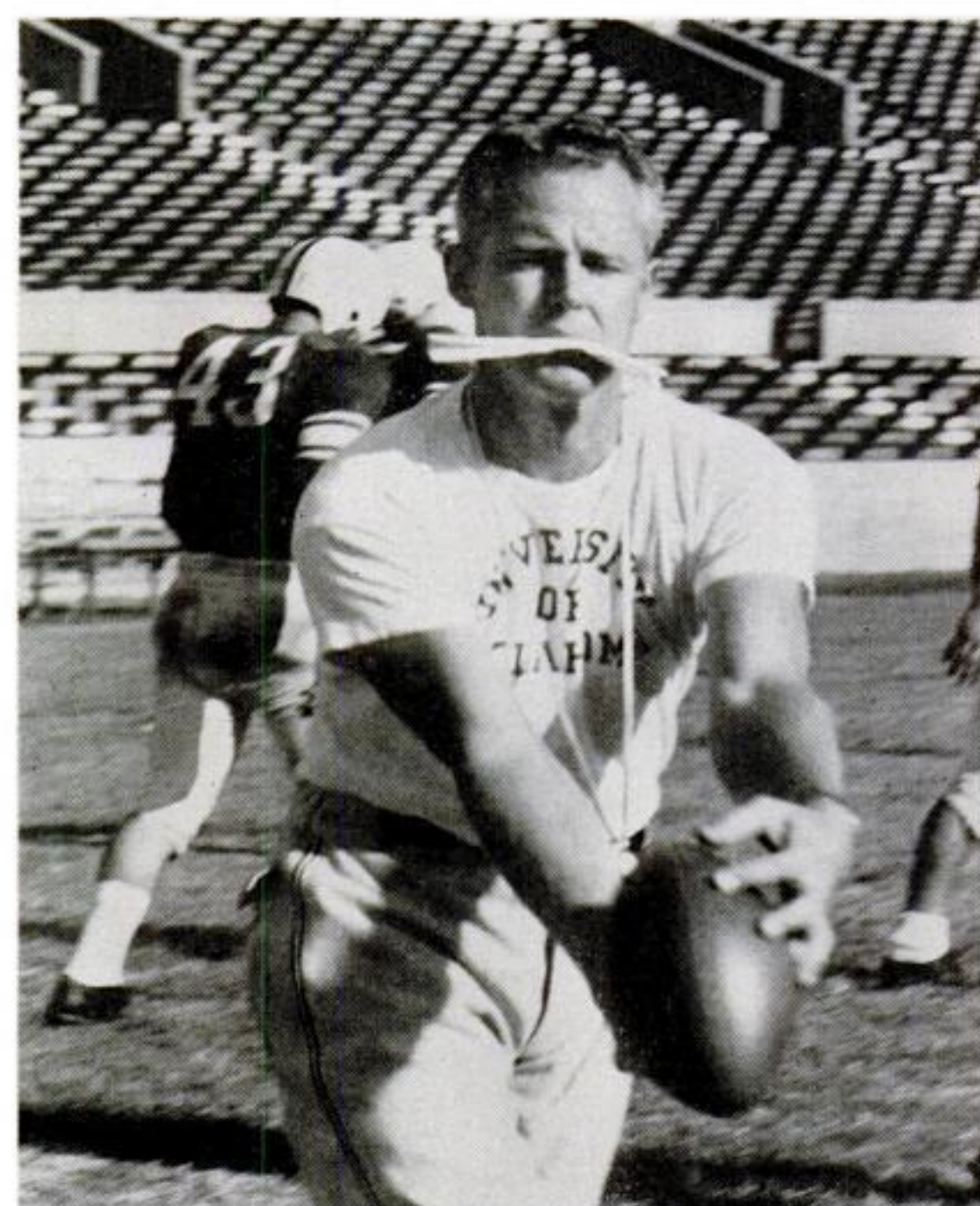
Every time you shave you scrape away not only hair—but *skin*. You leave unseen nicks and scratches on your face. ("Unseen"—untreated!) Here, say skin specialists, start the bulk of all serious shaving infections. For this reason, Aqua Velva's new blend was created! Its two special ingredients are concentrated to help protect you from infection. The *tingling* you feel when you apply Aqua Velva is "proof" of this new lotion's protective power.

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## Option Play CONTINUED



**CONSIDERATE COACH** Wilkinson helps a player into jersey. Coaching team he is soft spoken, takes pains to point out good plays as well as bad.



**A STICKLER FOR DETAILS**, Wilkinson, with practice notes in his mouth, demonstrates quarterback ball-handling technique.



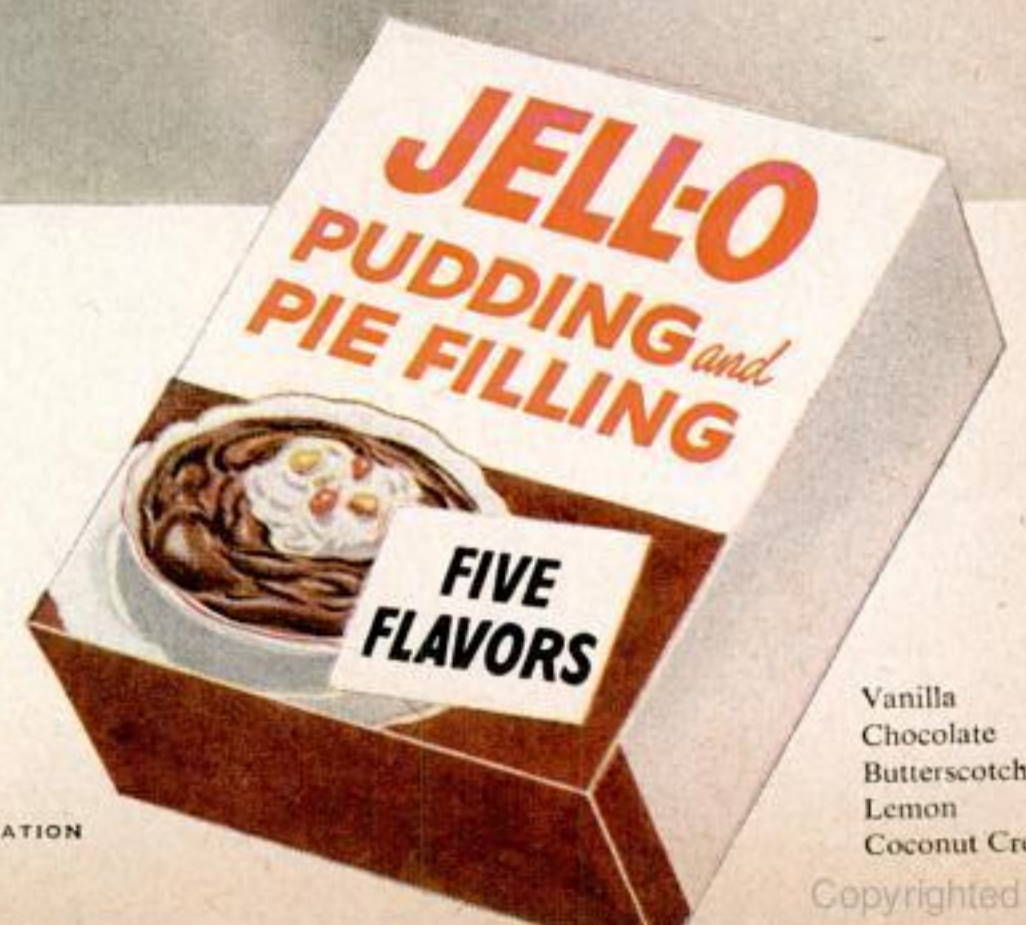
**MANEUVERING TOY PLAYERS**, Wilkinson teaches Quarterback Calame how to size up defense, vital training for the key man in the option play.





## PERFECT CHOCOLATE PIES IN HALF THE TIME!

1. Extra-grand chocolate filling . . . exclusive Walter Baker chocolate flavor.
2. Extra-easy, too! Jell-O Pudding and Pie Filling cooks in about 5 minutes!
3. Extra-good for puddings—perfect for pies! Better try some soon.



JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORPORATION

Vanilla  
Chocolate  
Butterscotch  
Lemon  
Coconut Cream

Copyrighted material



*The most exciting towel news in years...  
the new lighter, brighter look by Cannon!  
Eighteen lighthearted towel colors  
you can do beautiful things with!*

# Cannon Carefree Colors



They're airy, they're light, they're divine to combine! They bring a whole NEW look to your bath with every change of towels! Try Pink Whisper with Bronze Green. Or Smoke Pearl with Lightning Pink. Or create a harmony of three. There's no limit to what you can do, no matter what your budget. For every one of these wonderful colors comes in a whole wide range of patterns and prices—all with the famous Cannon quality. Generous sizes (to wrap you in luxury!). Jam-packed loops (to dry you in a jiffy!). Firm, tight weave (to wear practically forever!). And the famous exclusive Beuti-Fluff finish, which makes every Cannon towel so soft and absorbent it actually drinks five times its weight in water! All this and heavenly new colors, too, add up to the biggest towel value in years!

Cannon towels from **79c** to **\$3.50**



Cannon Mills, Inc., 70 Worth Street, New York City 13  
Towels • Sheets • Stockings • Bedspreads • Draperies











Some folks like the drumstick best,  
Others choose the tender breast,  
But Pabst Blue Ribbon, *all declare...* is the



*Finest Beer Served...Anywhere!*

Crisp, golden-brown "chicken in the basket"... smooth, refreshing Pabst Blue Ribbon Beer—there's a flavor-combination to rouse the appetite of a gourmet. Teamed with *any* food, distinctive-tasting Pabst Blue Ribbon makes meal-time an *extra* pleasure. Discover world famous Pabst Blue Ribbon today.



*What'll You Have?*

FOLLOW PABST BLUE RIBBON BOXING BOUTS...EVERY WEDNESDAY NIGHT ON TELEVISION...CBS NETWORK. Copr. 1954, Pabst Brewing Company, Milwaukee, Wis. Trade Marks Reg. U. S. Pat. Off.





**DANCER'S LEOTARD** is made into a snug two-piece pajama of spotted Dynel and cotton knit (Laros, \$9), here worn by a barefoot sleepwalker beside a ballet practice bar.

# Nonsense for Nighttime

## NEW STYLE FOR BED LOOKS ANYTHING BUT

Adults who are tired of going to bed in traditional sleeping garments can now find boldly patterned outfits resembling the masquerade costumes which have been used to coax children into bed (LIFE, Feb. 28, 1949). Copying the clothing of a sleepy peon, a court jester or a caveman's cohort (p. 122), the styles will be in stores between now and Christmas. Unlike most fancy pajamas which turn up in the living room, these examples of nighttime nonsense are designed to be slept in, not shown off. In wide-awake colors, they are made of flannel or knit fabrics which have the practical advantage of keeping the wearer snugly warm.

CONTINUED ON NEXT PAGE

**PEON'S PONCHO** of flannel in Indian design (Tom-mies, \$6) envelops a sitting-up sleeper. Sides are stitched into sleeves to keep the wearer from becoming entangled.







1. Wide tubular straps won't cut or curl
2. Simplicity in strap adjustment
3. Self-fabric underbust support
4. Automatic adjustment in center section
5. Wide elasticized band for complete diaphragm comfort
6. Flawless finish eliminates irritation
7. Low cut back for complete coverage by your slip
8. Heat-resistant rubber in all elastics for lasting serviceability.
9. Three adjustments in back closing

Fine cotton broadcloth, \$2  
Nylon taffeta, \$2.50.

Write Munsingwear, Inc., Minneapolis, Minn. for the stores nearest you • Foundettes • Lingerie • Nylon Stockings.



OLD-FASHIONED NIGHTSHIRT of red and white striped cotton flannel (M. C. Schrank, \$5) now comes in shorter length. Matching booties are extra.

## WORLD'S SMALLEST COMPLETE KITCHEN

COMBINES: STOVE • OVEN  
SINK • REFRIGERATOR  
FREEZER • STORAGE

ONLY 42 INCHES WIDE



**General Chef** unit is a complete kitchen. Has 3 burners (gas or electric). Large oven with broiler. Refrigerator is 6 cubic feet. Freezer holds 9 ice cube trays. Ideal for motels, apartments, offices, factories. Reasonable in price. Guaranteed 5 years. Easy 24-month payment plan. Built by General Air Conditioning Corp., Los Angeles.

For details see your nearest **CRANE** dealer or mail coupon

Crane Co. Dept. L  
836 S. Michigan Avenue, Chicago, Ill.  
Please send me complete information on the complete General Chef line.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

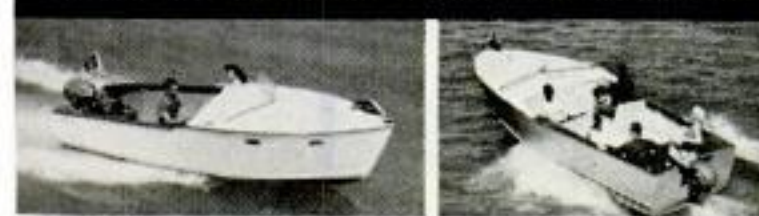
At home or away Always Carry

## TUMS

FOR THE TUMMY

America's No. 1 "on-the-spot" relief for  
ACID INDIGESTION • HEARTBURN  
10¢ A HANDY ROLL

New! Chris-Craft Outboard Cruisers



16-ft. Express Cruiser

20-ft. Gay Paree

Enjoy the fun, exciting performance, and soft, dry ride of a sleek new Chris-Craft Outboard Cruiser! Equipped, ready to run—just clamp on an outboard motor! Both boats will sleep two. 20-ft. Gay Paree, \$1249; 16-ft. Express Cruiser, \$780. (Prices subject to change). See your Chris-Craft Dealer or write us, today!

Dept. O, Chris-Craft Corporation, Algonac, Michigan  
WORLD'S LARGEST BUILDERS OF MOTOR BOATS

Sink all stained?  
No need to bleach!  
Use New Old Dutch  
The whitening "peach"!

When New Old Dutch Cleanser  
turns gold . . . it disinfects  
and deodorizes, too!



COURT JESTER'S COSTUME consists of flannel top and knit pants which enclose feet (Laros, \$8). Cap (\$1.25) has jester's double pompons.





## Both Thrive On A Balanced Diet ... For Her Dog, It's FRISKIES

**H**EALTHIER, happier, livelier! Today's children are living proof of what right diet can do. It can do as much for our pets...and *does* when you feed Friskies.

### PROVIDES COMPLETE NOURISHMENT

Your dog gets everything he is known to need in Friskies. No "extras" of any kind are needed. Generations of dogs have been fed from puppyhood to vigorous old age on nothing else at the Friskies Research Kennels on the famous Carnation Milk Farms.

### WINS IN TASTE TESTS

Friskies has greater flavor-appeal for dogs—proved in test after test with other brands of dog

food. Friskies Meal is the type of food fed by 9 out of 10 kennel owners. It is rich in meat protein and has 19 basic ingredients. Canned Friskies, the "Table-Quality" dog food, contains an abundance of rich, red horse meat—*choice cuts*, not just meat by-products. And, as you can tell from the seal on the label, every bit is U.S. Government Inspected.

### BACKED BY 50 YEARS' EXPERIENCE

Feed either Canned Friskies or Friskies Meal—or both for variety. Each assures your pet of complete, balanced nourishment. Starting today, keep *your* dog frisky with Friskies.



# Friskies

PRODUCED BY THE MAKERS OF CARNATION MILK

ALBERS MILLING CO. DIV. OF CARNATION CO., LOS ANGELES 36, CALIF.



# Dreamy says the teen crowd!



Style 65502

You'll win wolf whistles from the local Comos when you get with these two cool teen styles.

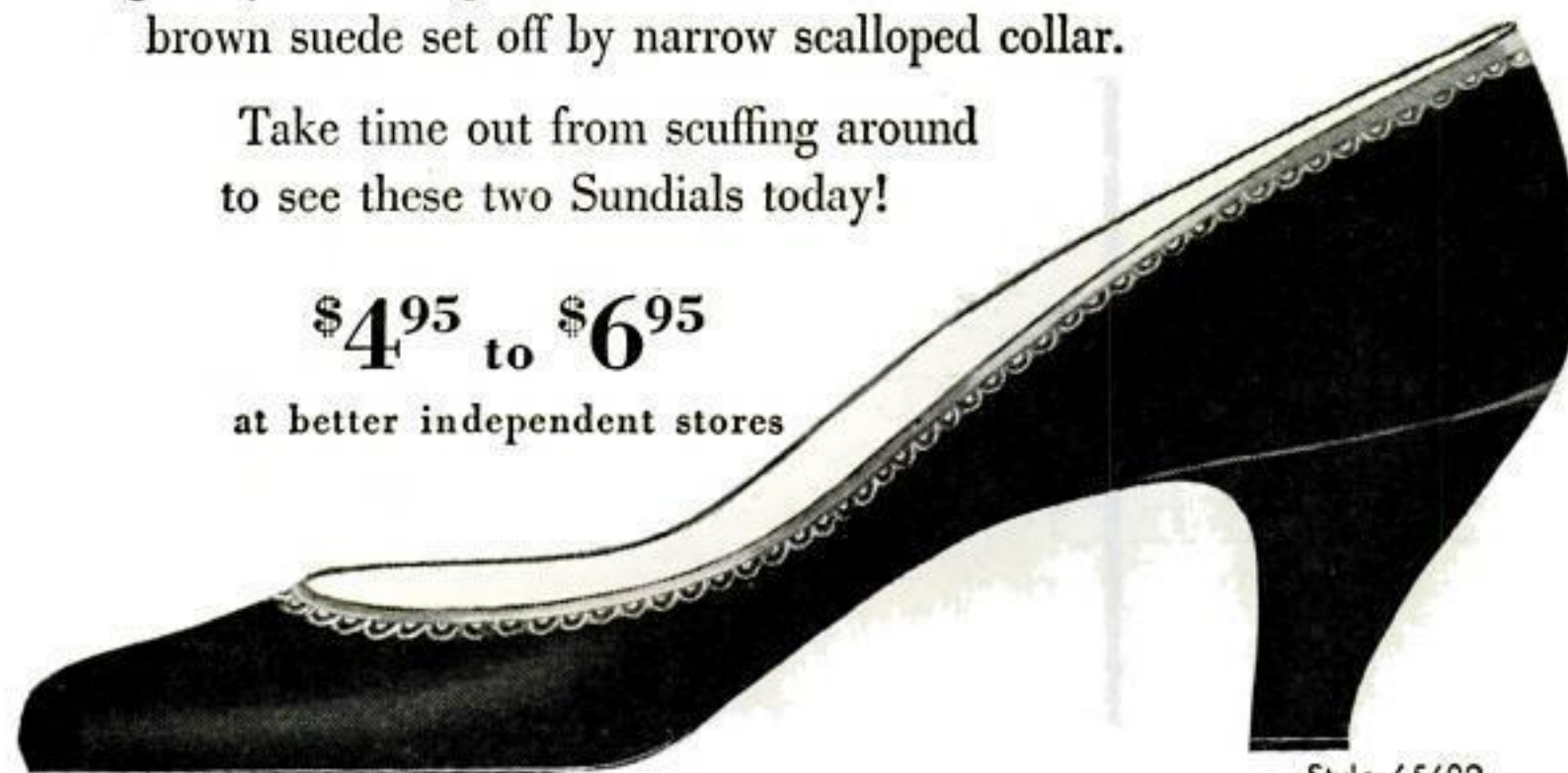
The flattering flat is fine for campus; features piped collar, simple vamp ornament; comes in black suede or red smooth leather.

The illusion heel pump gives you the high heel look; comes in black or brown suede set off by narrow scalloped collar.

Take time out from scuffing around to see these two Sundials today!

**\$4<sup>95</sup> to \$6<sup>95</sup>**

at better independent stores



Style 65602

## Sundial

shoes for the smart set

*...a world of fashion at your feet*

© 1954  
SUNDIAL SHOE COMPANY, MANCHESTER, N. H., DIV. OF INTERNATIONAL SHOE COMPANY

## NIGHTTIME NONSENSE CONTINUED



**COVERED UP** in cotton flannel cap, shirt, Paisley vest, knickers and shoes attached to knee socks (L. V. Myles, \$11), wearer resembles vintage cyclist.



**BARED DOWN** in jagged-edged nylon outfit in leopard print (Vanity Fair, \$8), weary wearer retires to bearskin stretched on floor of caveman's lair.



# CAKE

**Pillsbury**  
*of course*



*The only leading cake mixes with country-fresh eggs right in the mix*

**MILK IS ALL YOU ADD**

*(Now available in Canada, too!)*



WHITE



CHOCOLATE FUDGE



GOLDEN YELLOW



SPICE



*P. S.—Add water to Angel Food*





Jewels by Van Cleef and Arpels—Wrap by Anthony Blotta



## YOU COULD GUESS WHAT CAR THEY CAME IN!

Of course, you'd guess they came in a Cadillac.

And the chances are that you'd be right. Because it has long been an accepted truth that a vast majority of the outstanding people at outstanding events arrive . . . in Cadillacs.

The winning of this priceless approbation has been a long, slow process for Cadillac. It has taken fifty-two years of strict adherence to the highest ideals in design and manufacture—to convince the American people that Cadillac is the ultimate in motor cars.

Year after year, American motorists—as they might be expected to do—have taken increasing notice of this. Gradually, but surely, the impression has deepened that Cadillac stands alone in all the things that make a motor car a pleasure to own and utilize.

Convincing proof of the soundness of this conclusion is in our showroom now. It's the 1954 Cadillac . . . and once you've inspected and driven it for yourself, we think you'll be anxious to add your own name to the list of those who arrive . . . in Cadillacs!

YOUR CADILLAC DEALER

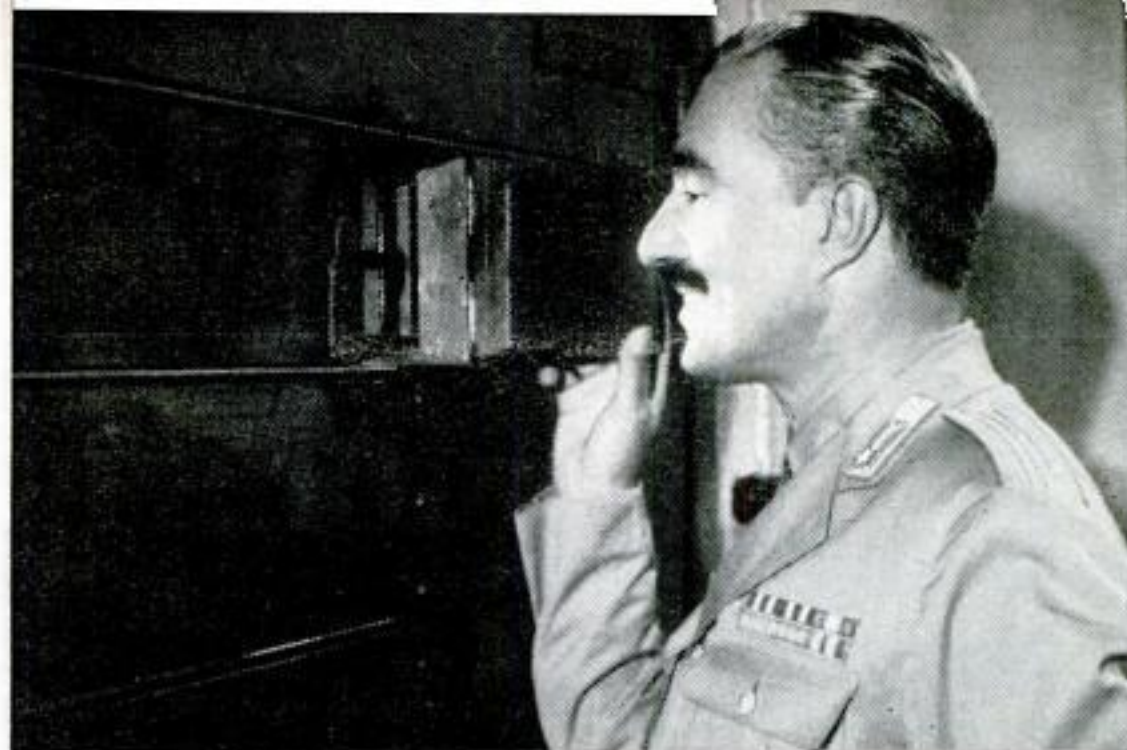


*Cadillac*



# MOVIES

## Lollobrigida in the Jug



THE HOPEFUL MARSHAL PEERS INTO FRISKY'S PRISON CELL



FRISKY GREET'S THE CARABINIERI MARSHAL WITH FLASHING EYES, ANGRY WORDS AND AN UNEXPECTED REQUEST

### A GALLANT COP AIDS GINA IN A FUNNY, SEXY FILM



Italy's movie-makers have been distinguished since World War II for producing films that are earthy, sexy and somber. A first-rate new Italian product, *Bread, Love and Dreams*, has made one important change in the formula. It is earthy, sexy and funny. The sex is provided largely by Gina Lollobrigida as a fiery-tempered peasant girl named Frisky. The fun is superbly provided by Vittorio De Sica as a posturing, lovesick marshal of the *carabinieri*. The earthiness characterizes scenes like the one shown here. When Frisky is jailed for getting into a brawl, the marshal comes running ardently to her cell only to discover that what she wants is not a suitor but someone to feed her donkey. Gallantly he swallows his pride, feeds the beast and goes off to woo the local midwife.

ALL SPRUCED UP, MARSHAL FULFILLS MISSION

**Keep your  
lips relaxed,  
refreshed  
and  
comfortable**

with

**Chap Stick**



'Chap Stick' relieves that  
dry-lip feeling fast



'Chap Stick', friend in need  
for rough, cracked lips



'Chap Stick' is Personalized\*  
for your family's protection

Indoors and outdoors your lips need soothing 'Chap Stick' — the largest-selling lip balm in all the world. Use 'Chap Stick' regularly and carry it with you always. Specially medicated — extra soothing — antiseptic. Remember, there's a Personalized\* 'Chap Stick' for every one in the home.

And be sure to ask for 'Chap Stick' by name. No other lip balm offers its exclusive formula.





It's what they *don't* see.

CHARMS FLOWER—(Right) the minute you put on Warner's nylon *petal-cup* bra! Shaped to lift and distribute curves—for clinging styles like Pauline Trigere's slim crepe. #2299, white, pink, black, \$3.95.



SMOOTHING ALL THE WAY—(Above) Under slim-middled fashions like Adele Simpson's sheath and jacket. Warner's long-line with French-stitched cups. 4" band, #1374, \$3.50. With 6" band, #1376, \$3.95.





# What makes you a vision!



## Warner-Wonderful Bra Wardrobe

What does it take to be a little *visionary*? The just-right style for every fashion from sweaters to smooth-middled crepes. For, as so many lovelies have already discovered, Warner's designs each and every bra to do some very specific prettying.

Sometimes it's just a matter of form (built-in) or stitches that go round 'n round to encourage *your* curves. Sometimes it's a real departure in design—like the Merry Widow strapless or the divinely stretchable A'Lure\* bras that live and breathe *with* you.

You could go on and on—to three-

quarter bras and young-minded long-lines. And wouldn't you know, only world-famous Warner's gives you so much freedom 'n choice—so you can *always* be a vision, workdays or Great Days, anytime, anywhere.

Why not look for *your* own Warner-Wonderful bra wardrobe now—at all the nicest stores here and in Canada.

### WARNER'S\*

\*REG. U. S. PAT. OFF.

Bras • Girdles • Corselettes



EXTRA LOVELINESS for a little girl's Big Evenings! In Warner's padded Merry Widow, an all elastic A'Lure so it *feels* just wonderful—under Ceil Chapman's gown. #1084 in white, \$5.95. Black, \$6.50.



A LITTLE LEEWAY—for busy days! Warner's cotton bra with a soft elastic band so it never cuts or binds! Perfect for the casual shirt, fancy pants by Brigance of Sportsmaker. #2129 in white only. \$2.95.



TO ENCOURAGE YOUR CURVES—in fashions with a youthful lilt, like Adele Simpson's Princess party dress! It's Warner's new cotton bra with *circular*-stitched cups. #2170, \$2.50. 4" band, #1370, \$3.95.



UP 'N DOWN, ALL AROUND—Warner's elastic A'Lure stretches *with* you, shapes soft curves under sweaters like Dalton's cashmere, teamed with the Custom-Craft skirt. #1045, topped with nylon. White, black. \$3.95.





DWARFED BY THE HEROIC FIGURES, A WORKMAN (TOP) CHECKS FOR FLAWS



FOUNDRYMEN CAREFULLY SWING A MASSIVE MARINE HEAD INTO POSITION







THREE TRUCKFULS OF STATUE STOP TRAFFIC IN ASTORIA

## TRIBUTE IN TRANSIT

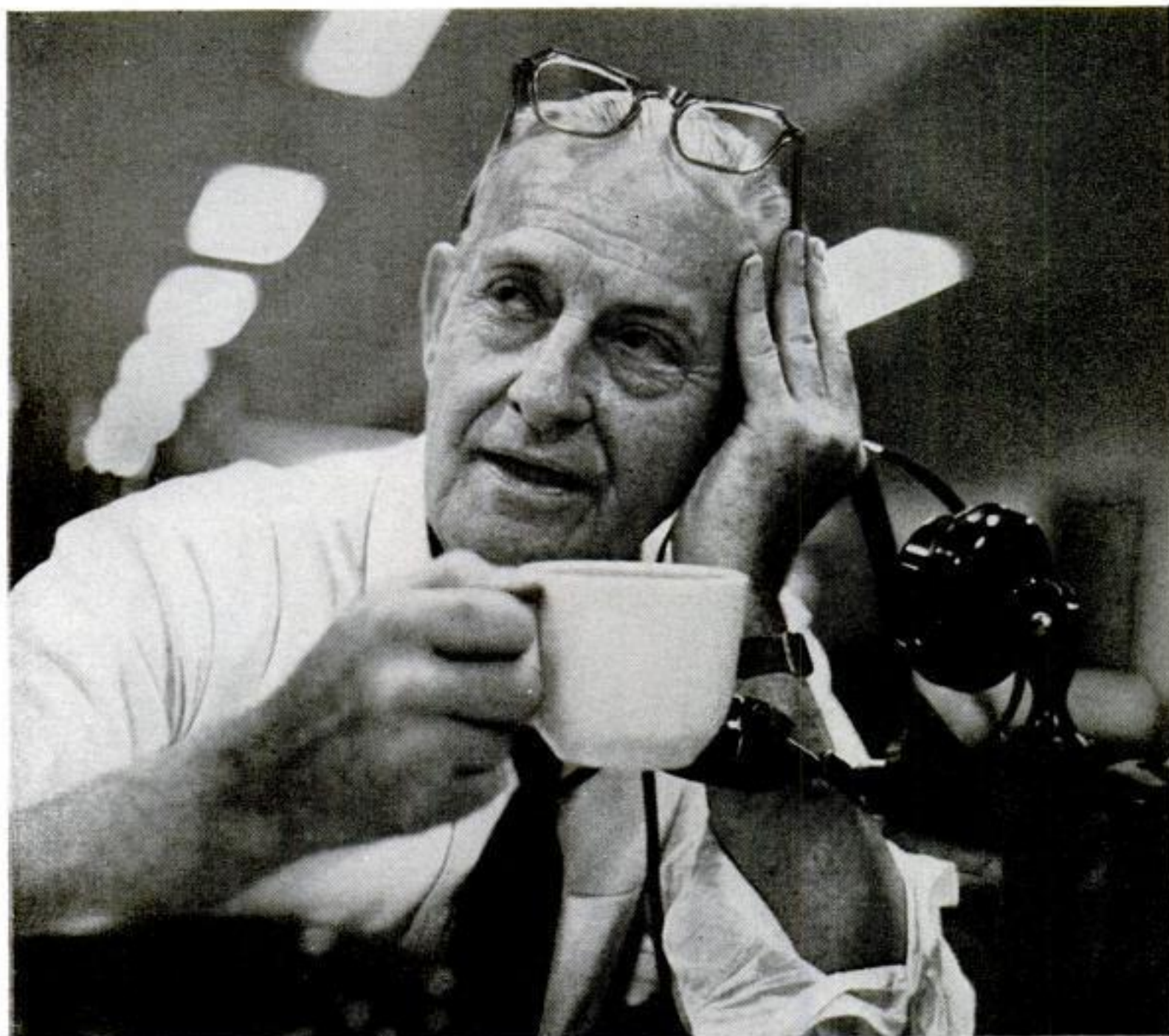
**Bronze of Iwo Marines makes  
a monumental move to capital**

Over the George Washington Bridge in New York City a fortnight ago rumbled three trailer trucks with an eye-popping cargo. From one truck huge metal fingers grasped at the bridge; from another rifles 16 feet long pointed at passers-by. Bound for Washington, the trucks were carrying what is probably the biggest cast-bronze statue ever made: a colossal reproduction of the flag-raising scene on Iwo Jima's Mt. Suribachi during World War II which Joe Rosenthal's Associated Press photograph made famous.

The statue, conceived by a sculptor named Felix de Weldon, was commissioned by the Marine Corps War Memorial Foundation as a tribute to Marines who have died in battle. Three Marines who actually took part in the flag-raising posed for De Weldon. Heroic is the word for the result. Four times life-size, it will stand 64 feet high, weigh 101 tons. Casting it took a Brooklyn foundry three years. Each helmet is 11 feet in circumference; each canteen big enough to hold 16 gallons.

The statue's total cost to date is \$550,000, which has been raised mostly among Marines and their families. Another \$200,000 will be spent landscaping a 14-acre plot near Arlington Cemetery. There, on the Marine Corps' 179th birthday, Nov. 10, the statue—an earnest, uncomplicated piece of popular art—will be formally unveiled and take its place with the Washington Monument and the Lincoln Memorial among the sights of the capital.





## Night editor perks up with a "Coffee-break"

The city sleeps, but the world is making news. A night editor watches and works, and worries about the waiting presses. Then a copy boy says: "How about some coffee?"—and the newspaper man nods his thanks. Coffee! What a lift for tired body and spirit. What a satisfying, bracing flavor. What a friendly way to say "relax"! At home, at work, at any

hour of day, "how about some coffee?" So much pleasure — for only pennies a cup! Enjoy coffee often, and make it right: use 2 level tablespoons (or 1 Standard Coffee Measure) to every cup. Give yourself a "Coffee-break." Think better, work better, feel better. PAN-AMERICAN COFFEE BUREAU, 120 Wall Street, New York 5, New York

## How long since you gave yourself a gift?

Haven't you always wanted a really fine watch? (And don't you deserve one?) Your jeweler is now showing the most exciting Hamiltons ever . . . each with Hamilton's *guaranteed* unbreakable mainspring; each with Hamilton's exclusive built-in protection against moisture, shock, and magnetism. You can give yourself a fine new Hamilton for as little as \$57.75 . . . or a beautiful Hamilton Illinois watch for only \$33.95. Why wait any longer?

*It means  
so much more  
to give—or get—a*

*Hamilton*

COLLEEN, \$89.50; BLAIR, \$85.00. Prices include Federal tax.



FREE: Color folder of 1954 watch styles. Send name and address to Dept. E-32, Hamilton Watch Co., Lancaster, Pa. ©HWC.

## TRIBUTE IN TRANSIT CONTINUED



SAFELY AT THE SITE, a section of the statue is gingerly unloaded alongside the permanent pedestal on hillside across the Potomac from Washington.



THE FINAL FIGURE of the group slowly descends toward Sculptor Felix de Weldon (center) who stands beside other figures not yet bolted together.

CONTINUED ON PAGE 133





Mirror,  
mirror  
on the  
wall...

## Hanes sleepers are thriftiest of all!

They're cuddly and cozy for chill winter nights, because they're springy-knit of the softest, downiest cotton. And so durable! Double-soled feet and double-stitched shoulders will wear and wear and wear. In lighthearted pink, blue, yellow, green and red—all size-fast, shrink-resistant and suds-fast. Thrift-priced at your favorite store. To get more than you bargained for in sleepwear, underwear and sportswear, be sure



the name's



**\$2.25 in red, \$1.85 other colors**

One-piece, two-piece (shown) and three-piece (extra pants) styles, sizes 0 to 8, all with snap fasteners. Hanes Nap-Sacks (infant sleeping bags), \$2.19. Prices slightly higher in Far West.

P. H. Hanes Knitting Co., Winston-Salem 1, N. C.





# "HOW TO **WIN** the battle of the food budget the modern way"

Would you like to get all the food values of top-quality, pasteurized milk (minus the fat) for only 8¢ a quart? Starlac gives it to you.

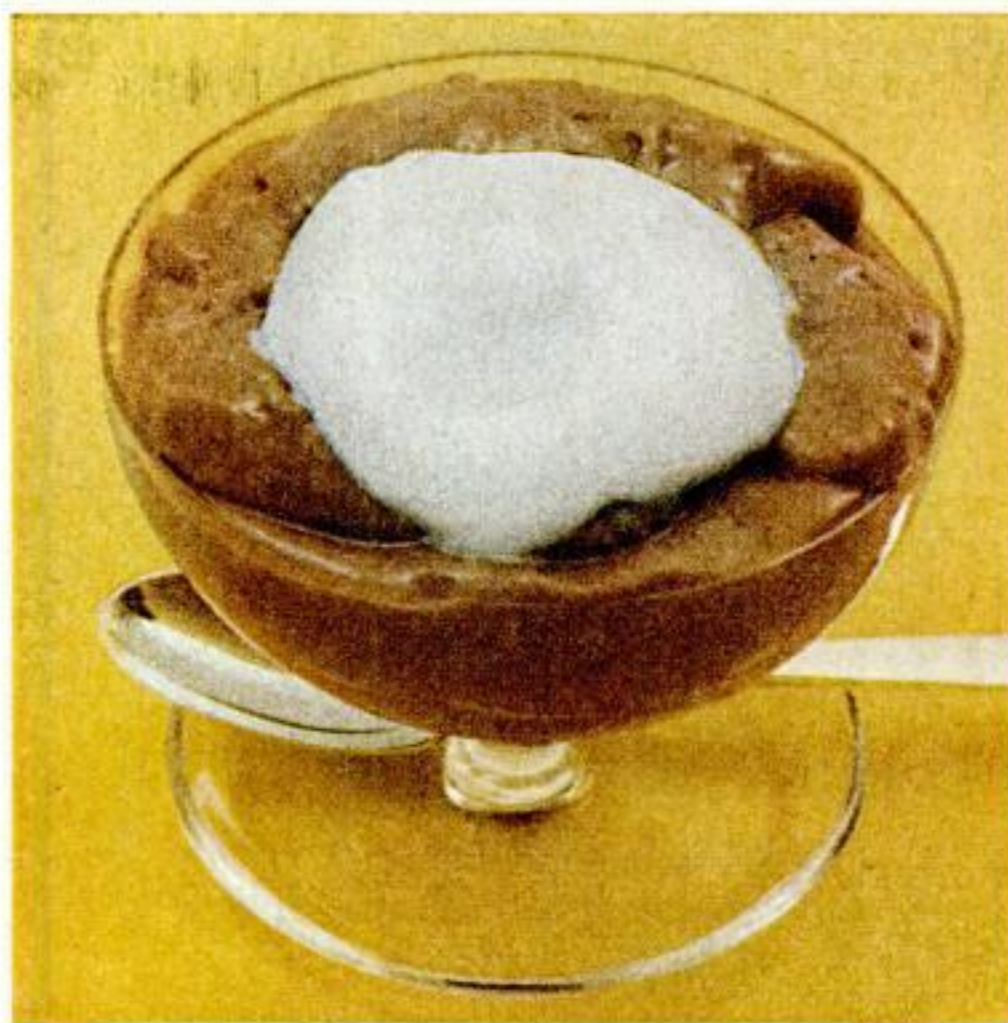
Would you like to use this wonderful nonfat milk for drinking, cooking, and baking too?

And would you like to cut your food bills way down? Use Starlac and give your family more nourishment for less money. It's America's favorite nonfat dry milk. More women buy it than any other brand. Tops in quality . . . Tops in flavor.



## STARLAC-for your favorite cake

1. Use Starlac in your favorite cake recipe. So easy to use in "made with milk" recipes. Remember: Starlac is top-quality milk from tested herds only, minus the water and fat.



## STARLAC-for smooth desserts

2. Make rich, smooth puddings and custards with Starlac. For whipped topping: Add  $\frac{1}{2}$  cup Starlac powder to  $\frac{1}{2}$  cup water, 1 tbsp. lemon juice, 1 tsp. vanilla. Beat till stiff. Beat in 3 tbsps. sugar.



## STARLAC-for tender muffins

3. Use Starlac for tender muffins, pancakes, waffles. Use it in "made-with-milk" recipes. Have flaky biscuits, crisp cookies. Lower food bills, too. Starlac costs only 8¢ a quart.



## STARLAC-for hot cocoa-chocolate

4. Try Starlac in hot cocoa, chocolate, or other milk drinks. Enjoy a hearty warm-up on a chilly day. Use Starlac in milk shakes and for malted milks. Try it with your favorite syrup or flavoring.



## High nourishment-low cost

5. Keep a quart of Starlac in the refrigerator. Enjoy its dairy-sweet flavor. Get all the nourishment of top-quality, pasteurized milk (minus the fat) for as low as 8¢ a qt.

"Get Starlac and other wholesome Borden foods on my **Starlac** Good Food Line"



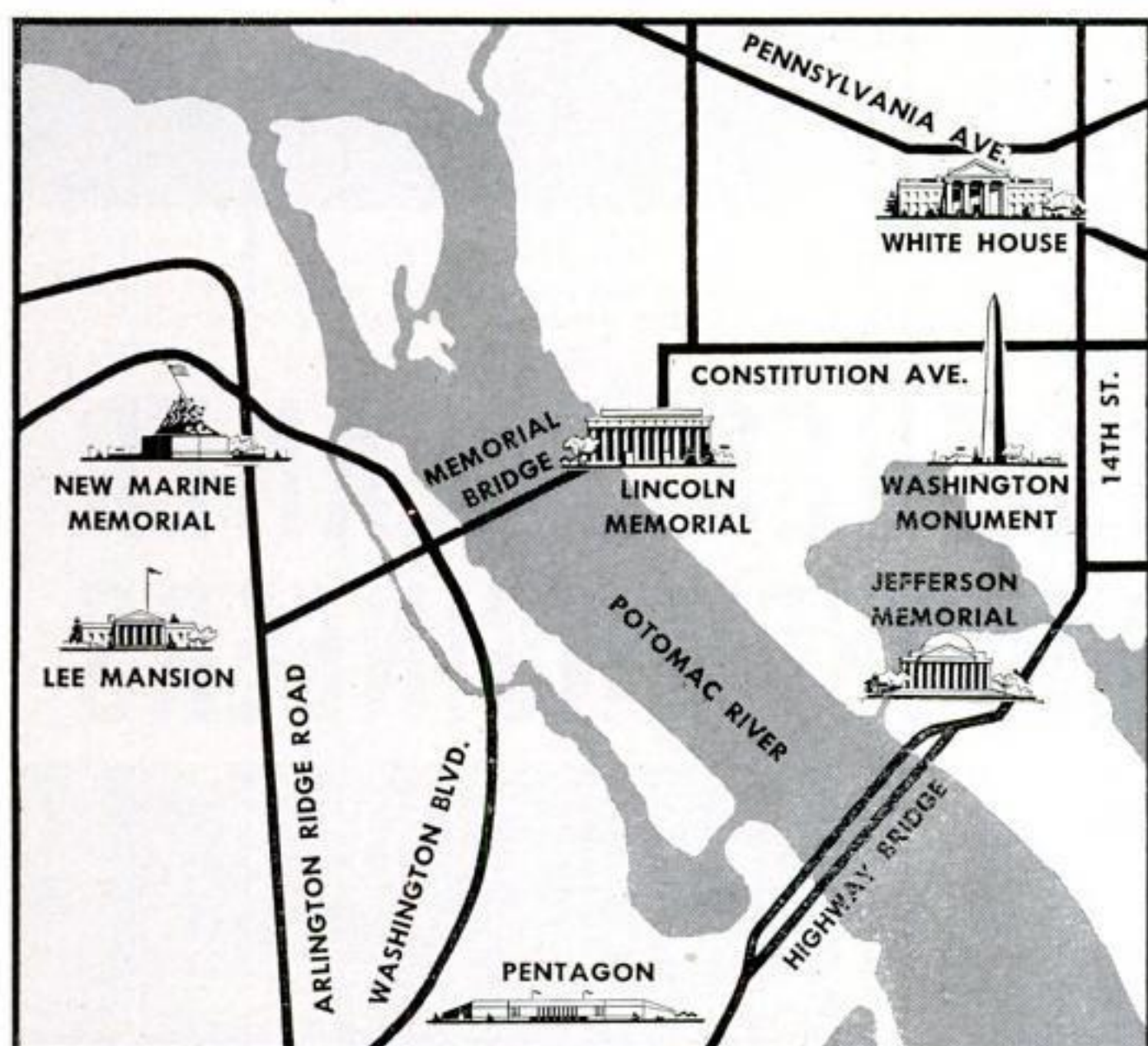
Blue package makes 5 quarts. Red package contains 3 envelopes. And each makes 1 quart.

© The Borden Company





SCALE MODEL, 1/32 the size of the statue, was set up briefly on permanent site. In background (right) are Washington Monument and Lincoln Memorial.



LOCATION OF STATUE makes it easily accessible to tourists making the Washington rounds. It is three miles from White House, four from Capitol.



THE SCULPTOR, Felix de Weldon, oversees casting of hands at foundry. He made 36 preliminary models of statue in wax, clay, plaster and bronze.

## *I dreamed I sailed for Europe in my maidenform bra*

Mine is the figure that launched a thousand dreams !  
From my figure to my furs, everything about me  
is perfectly see-worthy ! Tugboats are whistling,  
cameras clicking . . . and all the excitement  
is over me. See, I'm shaped to a  
fare-thee-well . . . Maidenform makes me  
a dreamboat, first class !

The dream of a bra: Maidenform's  
Over-ture\* in broadcloth, nylon,  
taffeta, acetate satin, or nylon  
lace with taffeta . . . from 1.75



REG. U. S. PAT. OFF. © 1954 MAIDEN FORM BRASSIERE CO., INC. FURS: ESTHER DOROTHY SHOES: JULIANELLI





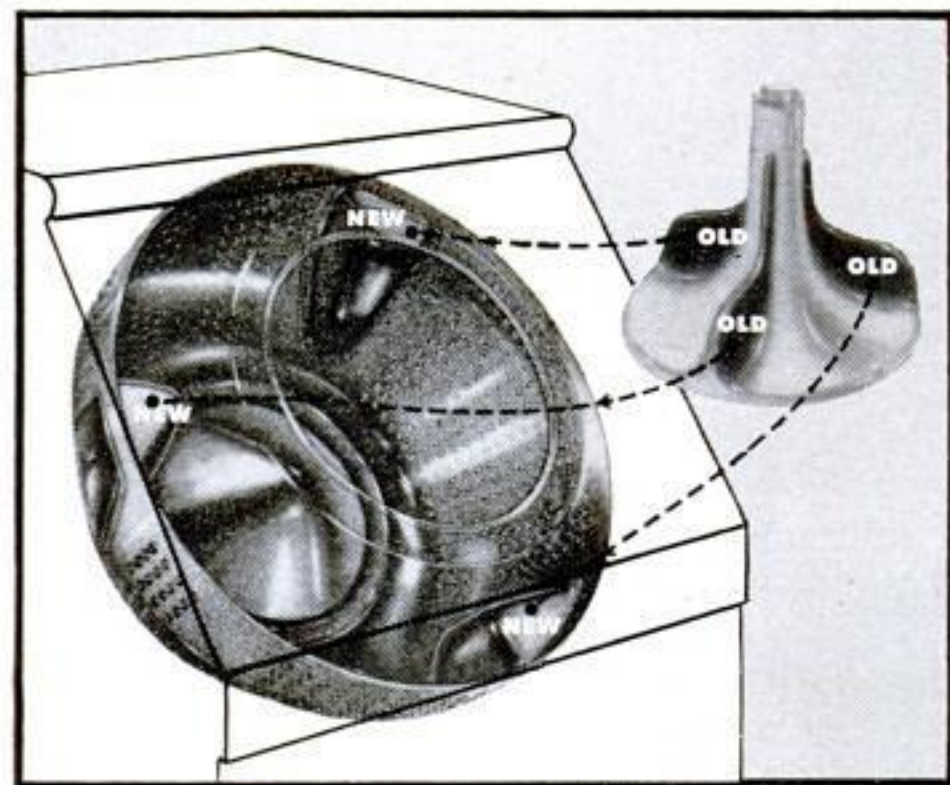
**NEW WASHING PRINCIPLE** which Westinghouse Engineers term the "New Way To Wash" is explained to TV Star Betty Furness, of Westinghouse STUDIO ONE, at a preview of the new Laundromat automatic washer. The vanes have been taken

from the old-fashioned, center-post agitator and have been built into the Laundromat washbasket. Then, as the tub revolves, clothes are flushed in hot, soapy water, then lifted, turned and tumbled—50 times a minute for cleaner, better washes.

# NEW WAY TO WASH CLOTHES CLEANER DEVELOPED BY WESTINGHOUSE ENGINEERS

## New LAUNDROMAT® Ends Need for Old-Fashioned Agitator

Westinghouse unveils its new deluxe Laundromat and Dryer together with a brand-new washing principle which Westinghouse Engineers predict



will make present agitator methods old-fashioned.

This new principle utilizes an advanced method of agitation for thorough cleaning; tumbling for gentleness, and lift-away action for rinsing. The new, fresh-water rinsing action drains water and dirt away from clothes, and equals 1500 hand rinses.

Designed to safely and thoroughly wash anything washable, including all the new miracle fabrics, the new Laundromat is being displayed and demonstrated in stores everywhere.

**100% UNIFORM WASHING.** Vanes are built right into Laundromat's washbasket (illustration left) eliminating the clumsy old-fashioned, center-post agitator that gave harsh, violent action at the center, and lazy ineffective action at the outside of the tub. Clothes are flushed, lifted, turned, tumbled—50 times a minute for completely uniform washing and rinsing.

WESTINGHOUSE ELECTRIC CORPORATION  
Electric Appliance Division • Mansfield, Ohio

**FREE!** Handsome Salt and Pepper Set. Plastic miniatures of famous Westinghouse Laundry Twins that are demonstrated by Betty Furness on Westinghouse STUDIO ONE and The BEST of BROADWAY. A Salt and Pepper Set is yours free for seeing a demonstration of Laundromat New Way To Wash at your Westinghouse dealer's!

OWN THE NEW LAUNDROMAT FOR AS LITTLE AS \$3.15 A WEEK

**YOU CAN BE SURE...IF IT'S Westinghouse**



"OUT WITH THE OLD, IN WITH THE NEW...the Laundromat New Way To Wash!" says Betty Furness. "But get proof . . . see for yourself that the new Laundromat does get clothes cleaner. See an actual demonstration at your dealer's! Too, you'll want to see the Laundromat's matching twin—the Westinghouse Electric Dryer—with its new way to dry clothes by patented direct air flow system that dries faster, at less cost . . . and cuts ironing time in half!"





SEQUEL

# SEX TEST SCORE

## Saliva forecasting proves uncertain

Last May LIFE photographed Mrs. Jane Dill's open-mouthed delight (*left*) at news that the baby she was expecting would be a girl. She had taken a simple saliva test offered by Charles Welbert of Chicago as a sure way of determining the sex of unborn children. When baby Dill was born three weeks ago, it was a girl. Despite this success, Welbert's test was chalking up some failures too. Two of the four predictions reported in LIFE proved wrong (*next page*). Perhaps, explained Welbert, the saliva specimens had lost their "vitality" on the way to his Paris laboratory. One of the women, he complained, had taken the test too late. Whatever the excuses, Welbert still had not convinced medical men who, as LIFE had reported, could not believe that such a test could be 98% accurate as its promoter claimed.



"OOHI IT'S A GIRL!" Mrs. Dill had squealed when Welbert (*left*) told her his prediction (LIFE, May 17).

THE FULFILLMENT OF WELBERT'S PROPHECY, 9-DAY-OLD JUDITH DILL, SNUGGLES AGAINST HER MOTHER'S CHEEK



CONTINUED ON NEXT PAGE

Have  
you  
used  
new  
Stopette  
with  
its  
anti-immunity  
factor?



Stopette is constant in the confidence it gives. Use it daily, blissfully aware that *this* protection can't fade away. And you'll never become immune to it! Isn't now the time to change to Stopette? The constant deodorant that's a positive anti-perspirant, too.

Two sizes: \$1.25 and 60¢, plus tax

JULES MONTENIER, INC.

Jules Montenier products  
available throughout Canada



All-Over Comfort!

Poof!

Deodorant  
BODY POWDER

Envelops every inch of you in  
soft, fragrant luxury. \$1.10  
plus tax





*In this crystal filter*

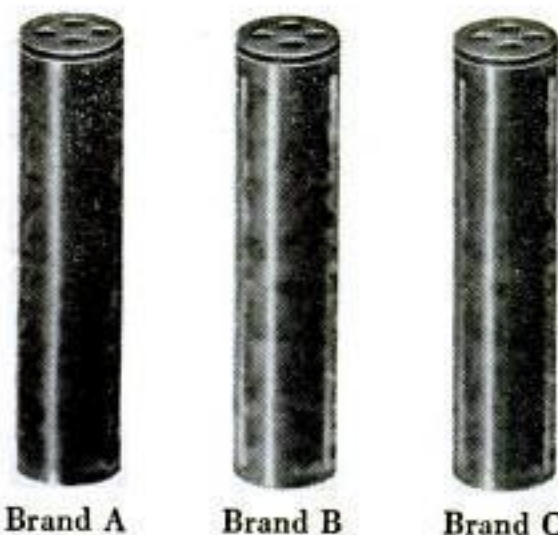


# HEALTH PROTECTION NO "FILTER CIGARETTE" CAN GIVE!

Even though you smoke a "filter tip" brand—take this common-sense step to *truly* safer smoking:

Filter every cigarette you smoke with a Denicotea Crystal Filter cigarette holder. *And see for yourself—in the Denicotea filter itself—the amazing extra protection you get!*

A fresh Denicotea filter, as shown above, is *crystal-clear in color*. Below are three test filters—each after smoking just 20 cigarettes of leading "filter tip" brands.



*Each has turned brown with absorbed tars and nicotine—irritants passed by the cigarette's "filter tip," but trapped by Denicotea's dramatically superior filtering action. Proof that no matter which brand of cigarettes you smoke you'll enjoy more smoking pleasure, greater peace of mind with Denicotea!*

**Makes your brand—any brand—safer to smoke!**



dunhill

## DE-NICOTEA

CRYSTAL FILTER  
CIGARETTE HOLDER

*Used and highly recommended by many physicians and dentists all over the world.*

The smart, slim Denicotea Holder comes in various lengths, finishes and colors. 2.50 and 3.50 including extra filters. At stores everywhere.

Sex Test Score CONTINUED

## TWO HITS, A COUPLE OF MISSES

**PREDICTED BOY** was Dennis Brady. His mother, shown earlier in *LIFE*, trusted the prediction, ordered her son's birth announcements in advance.



**UNEXPECTED GIRL** was Susan Walker. Her sister Beth, 8, told friends she would have a brother. "I had to tell them it was a mistake," she says.

**PREDICTED GIRL** was Wendy Lindgren. Mr. Lindgren was very pleased because he won a couple of bets he had made on sex of the expected baby.



**UNEXPECTED BOY** was Daniel Wall. "When I heard it was a boy," says Mrs. Wall, "I made them unwrap the blankets so I could check for myself."





## Modern Bedroom Planning calls for color-locked **CHROMSPUN**<sup>†</sup>

This imaginative room is typical of the bedroom planning young homemakers are interested in today. It's a wonderfully important looking room, fresh in color, completely practical and relatively inexpensive because much of its charm derives from a glorified new chambray-type fabric combining color-locked Chromspun and cotton.

Because of Chromspun acetate, this new fabric pays unusual dividends in home fashions. It not only drapes beautifully and tailors well, but the color is locked in against all common fading hazards. It's slow to soil or wrinkle and can be dry cleaned or washed.

The beautifully dressed bed, illustrated here, was inspired by draperies and matching bedspread you can buy ready-made. To

re-create it yourself, you'll need one bedspread at about \$23; a pair of plain panels to hang from the canopy at the head of the bed, \$9; a pair of matching Priscillas to make the canopy's draped sides, \$16; and the canopy itself (it's really a coverlet), \$20. At the window you'll hang two pairs of matching cafe curtains, about \$6 the pair.

There's a wide choice of colors: French rose, turquoise, maize, almond green or ice pink, all prettily embroidered in white in the manner of the Swiss needleworkers. Write us for the store nearest you carrying the Chromspun merchandise described above.

<sup>†</sup>**CHROMSPUN is the color-locked EASTMAN acetate fiber**



3 money-saving  
dishes with the  
exciting flavor lift of

# HEINZ KETCHUP



WHAT A WONDERFUL DIFFERENCE there is in Heinz Ketchup—with that rich, distinctive flavor *that's never been equalled!*

- **No other ketchup tastes like Heinz**, because we alone use famous "Aristocrat" sun-ripened tomatoes. We even supply farmers with specially grown plants to be sure we get *perfect, meaty tomatoes*. We use our own fine Heinz Vinegar, selected spices, and a secret old-time recipe that's made Heinz Ketchup the world's favorite.

- **Heinz Ketchup** is the one "best" everyone can enjoy. Ketchup costs so little compared with the food it glorifies, we call it "*the biggest flavor bargain ever*." Heinz Ketchup goes further, too, because it's so much richer and thicker.

- **Wherever you see** the famous Heinz Ketchup bottle—in homes or restaurants—you know the cook buys *the very best*. Use Heinz Ketchup both at the table and in your cooking.

## How to fix

13 ways to please  
hungry youngsters!

- **New Minute Meals by Heinz** are perfect for children's lunches and dinners. These single-portion tins of rich Chicken Stew, Beef Stew, Macaroni Creole and 10 other favorite dishes are ready to heat and eat.







## Meat Loaf "Aristocrat"

● **Combine** 1½ pounds ground beef, 1 cup soft bread crumbs, 1 egg, slightly beaten, ⅓ cup Heinz Tomato Ketchup, 1½ teaspoons salt, ¼ teaspoon pepper, ½ cup chopped onion. Mix lightly, but well. Shape into a loaf in shallow baking pan. Bake at 350° for 1 hour. Makes 6 to 8 servings.

## Beef Bouquet

● **Sauté** 2 slices bacon, cut into small pieces, and 1½ pounds chuck, cut into 1-inch cubes, in skillet until well browned (about 25 minutes). Stir in 2 tablespoons flour. Add 1 cup finely chopped onion, 2 cups water, ½ cup Heinz Tomato Ketchup, 2 tablespoons Heinz Apple Cider Vinegar, 2 teaspoons of salt. Simmer, covered, about 2 hours or until meat is tender. Serve over hot noodles. Makes 4 to 6 servings.

## Crimson Crowned Pork Chops

● **Lightly brown** 4 well-seasoned pork chops in greased skillet. Top each chop with 1 onion slice, 1 lemon slice, 2 Tbs. Heinz Ketchup. Add a little water and cook, covered, over low heat 45 min. Serves 4.



# Quick, easy and tastier school lunches!

Try this new Hot Dog Relish sandwich spread!

● **Popular** new Heinz Hot Dog Relish makes this Piquant Bologna Sandwich Spread: Combine ¼ lb. ground bologna, ¼ lb. process American cheese, ground. Then blend in ¼ cup Heinz Hot Dog Relish and ¼ cup mayonnaise.



Sure-fire, quick dish de luxe!

● **One of the most popular** easy-to-fix economy meals is Heinz Oven-Baked Beans with frankfurters browned under the broiler. Top with a few spoonfuls of Heinz Hot Dog Relish or Heinz Hamburger Relish for a party flavor.



Better soups for better lunches!

● **For a well-balanced** midday meal, serve Heinz Quality Soups, a sandwich and dessert. Heinz offers three vegetable and three chicken soups and other favorites. All Heinz Quality Soups are super soups, yet they cost no more than ordinary kinds.

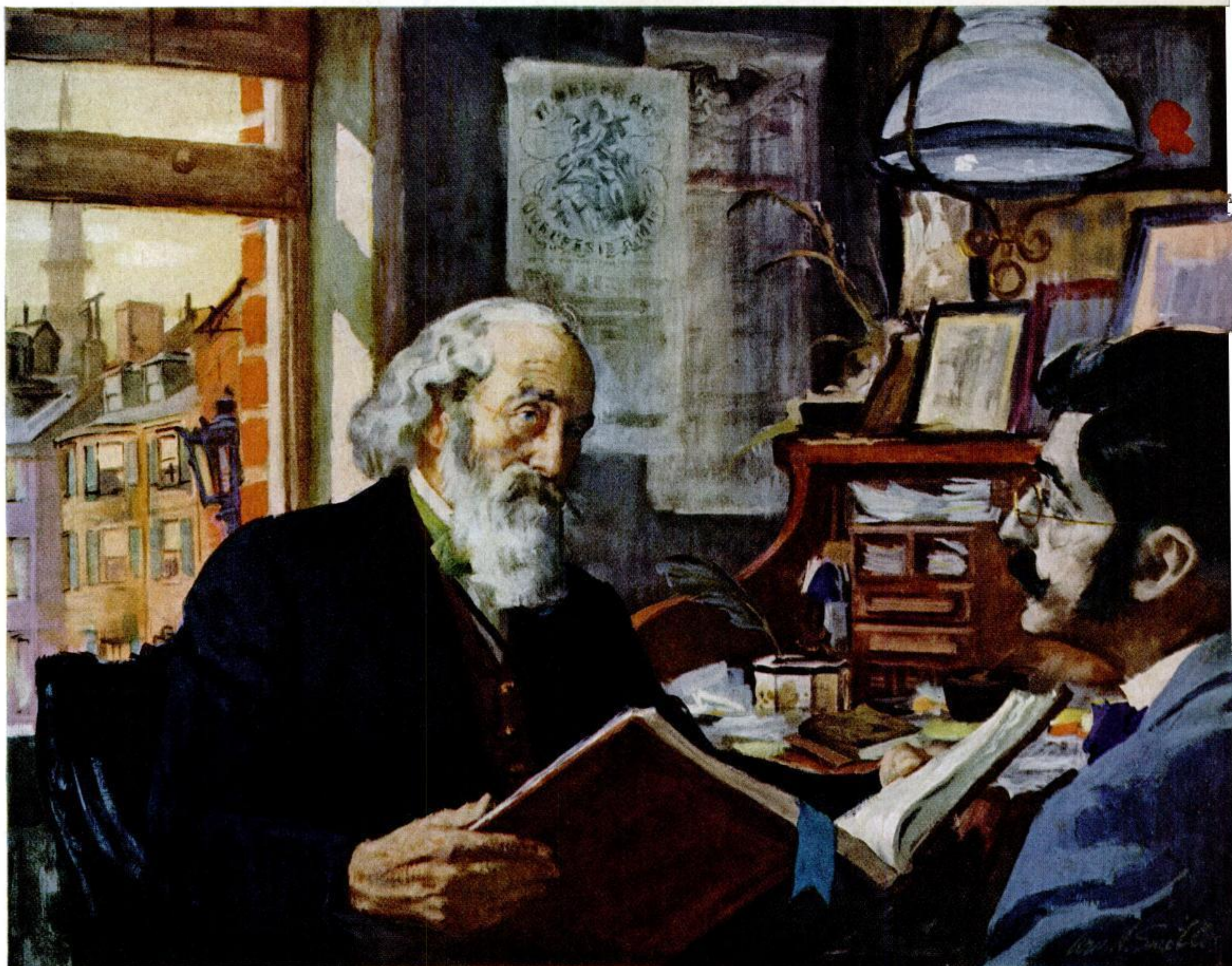


57

**HEINZ**  
VARIETIES

You Know It's Good  
Because It's Heinz!





## *He figured out our futures . . .*

ELIZUR WRIGHT had a mind like an adding machine, the stubbornness of a mule, and a huge capacity for worrying about the security of every American family.

For over half his life Elizur Wright was a teacher, a missionary, and an editor. And then, in 1850, he discovered the thing he had to do. He saw what a great blessing life insurance could be. But he knew it could be a blessing only if it were set up on a sound, sure, mathematical basis . . . so that there would always be an adequate legal reserve of funds to pay off each policy.

So Elizur sat down and figured, and figured, and figured to work out the mathematical formula. And Elizur went to the State-house in Massachusetts and argued, and argued, and argued with every legislator he could buttonhole in a hallway. And because Elizur had a mind like an adding machine he finally found the formula. And because Elizur was as stubborn as a mule the legislature finally threw up its hands and by 1861 had passed laws for non-forfeiture rights and the legal reserve. "My work is done," said Elizur, "and life insurance is safe for the women and children of the United States of America."

But the legislature had other ideas. Any man who was *that* interested in sound life insurance would be a good man to watch over it, they reasoned. So they made Elizur Wright the first Insurance Commissioner of Massachusetts.

It has been said that during his eight years as Commissioner he did so much work that it would have taken the average man 80 years! He kept a great ledger in which he recorded a complete record of every policy issued by every company doing business in Massachusetts. In one year alone he finished over a quarter of a million separate mathematical problems. He even invented a calculating machine (and a good one!) to help speed his work.

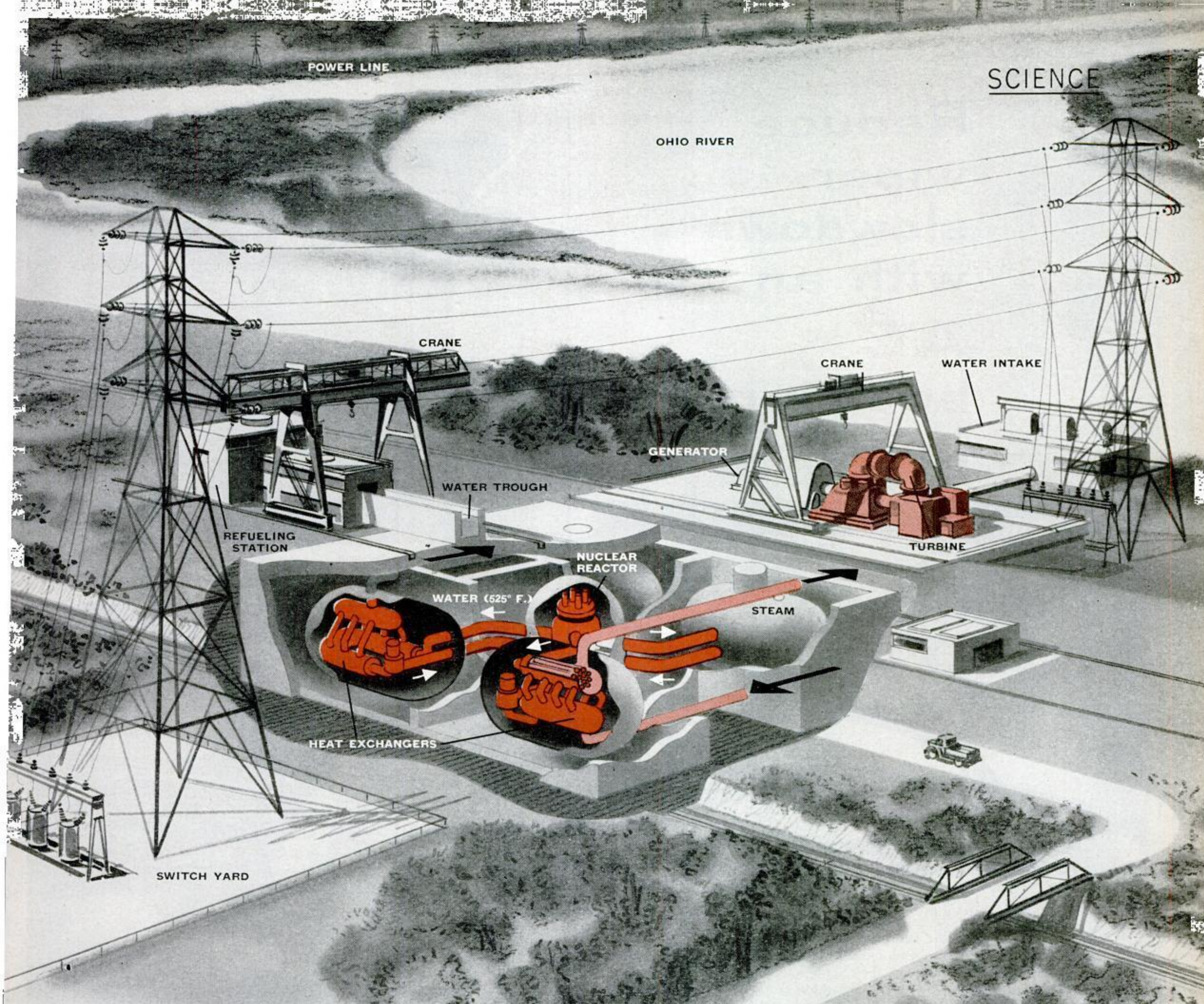
Today your life insurance agent can tell you just what a policy is worth at any time, name its cash surrender value to the penny, and point out your exact rights under your contract.

Old Elizur worked it out for you years ago in long columns of figures called tables of valuation . . . and the principles which he fought for are still a guide for company solvency.

Thanks to life insurance agents there is in force over 304 billion dollars worth of legal reserve life insurance contributing security and peace of mind to today's American families . . . all resting upon the solid foundation laid by old Elizur Wright 100 years ago.

*John Hancock* **MUTUAL LIFE INSURANCE COMPANY**  
BOSTON, MASSACHUSETTS





**FUTURE POWER PLANT**, shown in cutaway drawing, consists of an underground atomic steam generating plant (*foreground*) and conventional turbine generator (*background*) for converting steam into electricity. Heart of atomic steam plant is reactor in which fissioning of uranium rods creates great heat. Distilled water, circulating under pressure between reactor and heat exchangers in a sealed circuit (red lines), is heated to 525°F. as it floods around the fissioning

uranium. The pressure prevents it from turning to steam. In each heat exchanger a battery of pipes carries the superheated water through a tankful of cooler water which turns to steam (pink lines) and is piped away to drive generators. Ohio River water cools and converts steam back to water for return to heat exchangers. Crane on steam plant roof can hoist reactor core safely, move it through water trough to service station for occasional refueling with uranium.

## A WAND WAVE, A NEW ERA

### President starts work on first U.S. commercial atomic power plant

With a wave of a radioactive wand President Eisenhower last week transformed the bright hope for atomic power peaceably used into a solid certainty. The occasion was the ground-breaking for America's first commercially operated atomic power plant, a \$52 million project which will be built jointly by the AEC, Westinghouse and the Duquesne Light Co. Standing in the studio of Denver's TV station KOA, the President slowly lowered the head of the wand over a fission counter. When the counter's needle swung across the dial, it electrically set in motion, 1,300 miles away at the Shippingport, Pa. plant site, an automatically controlled power shovel which

scooped up the first symbolic shovelful of earth.

The President, whose action was seen on a coast-to-coast television hookup, announced a second constructive plan—an international pool of atomic knowhow for peacetime use, to be formed despite the U.S.S.R.'s refusal to join.

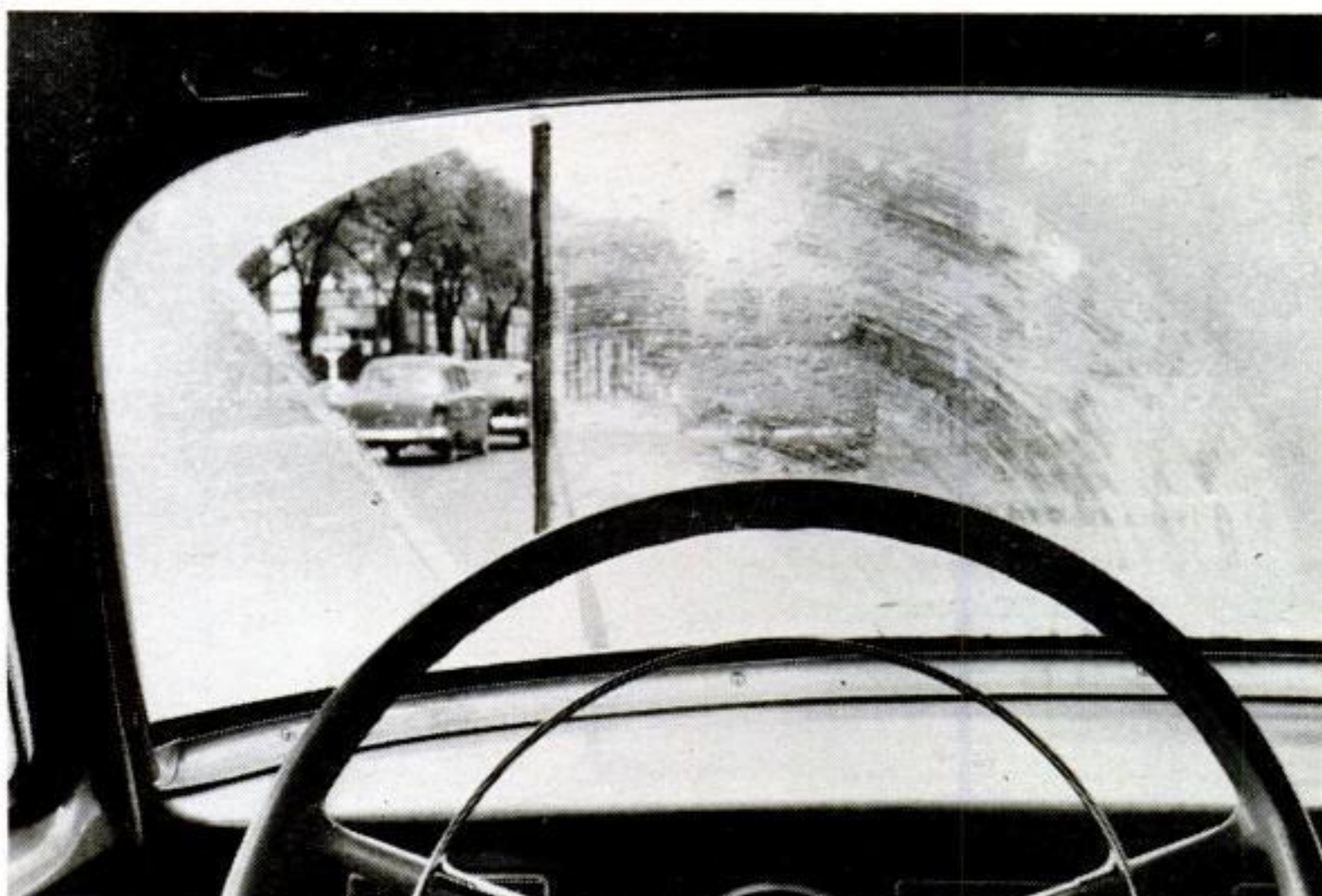
The new plant, when it is finished in 1957, will supply over 60,000 kilowatts—about enough to supply a city of 100,000 people. It will be a costly addition for Duquesne, which is paying for the plant's \$14 million power generating equipment and must also pay the AEC for the steam produced by the reactor. The experience gained, Duquesne believes, will be worth the expense.



PRESIDENT PENSIVELY GRASPS RADIOACTIVE WAND AT START OF CEREMONY →



# Reduce wiper slowdown with an **AC** booster pump!

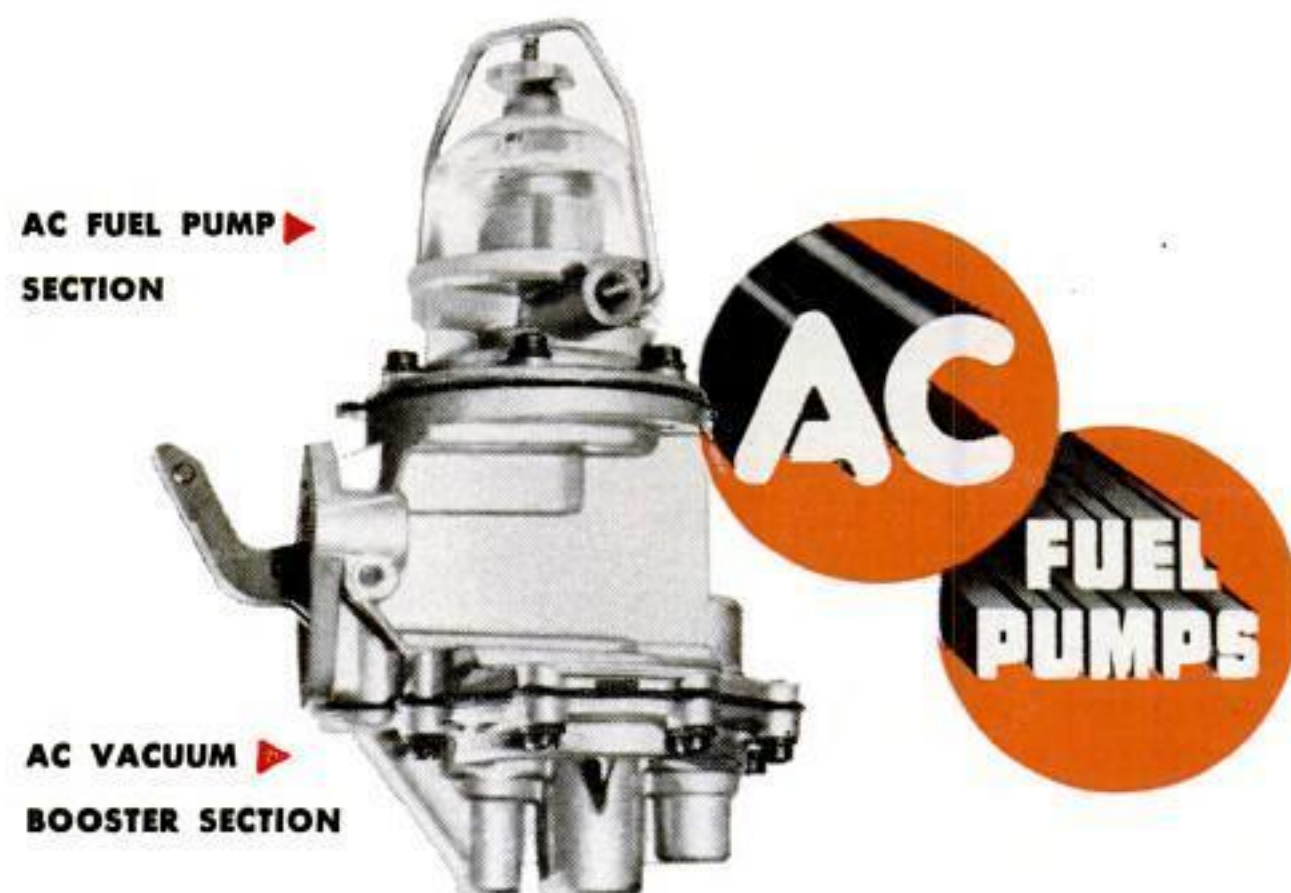


## **SAFE, CLEAR VISION ALL THE TIME!**

Once and for all, correct the annoying and dangerous slowdown of your windshield wipers every time you speed up. You know the problem. Just when you need safe vision most, there's no wiper action to keep your windshield clear. But, with the AC combination Fuel and Vacuum Booster Pump you *see* while you pass, when you accelerate, when climbing hills. The AC pump boosts wiper action — keeps it steady — makes it safe.

If you are experiencing windshield wiper slowdown, you need a new AC Vacuum Booster Pump. Have your serviceman install one; then your wipers won't stop when you step on the gas, or run like mad when you put on the brakes.

The AC combination Fuel and Vacuum Booster Pump insures a steady supply of gasoline to the engine, provides the needed vacuum to keep windshield wiper operation strong and dependable.

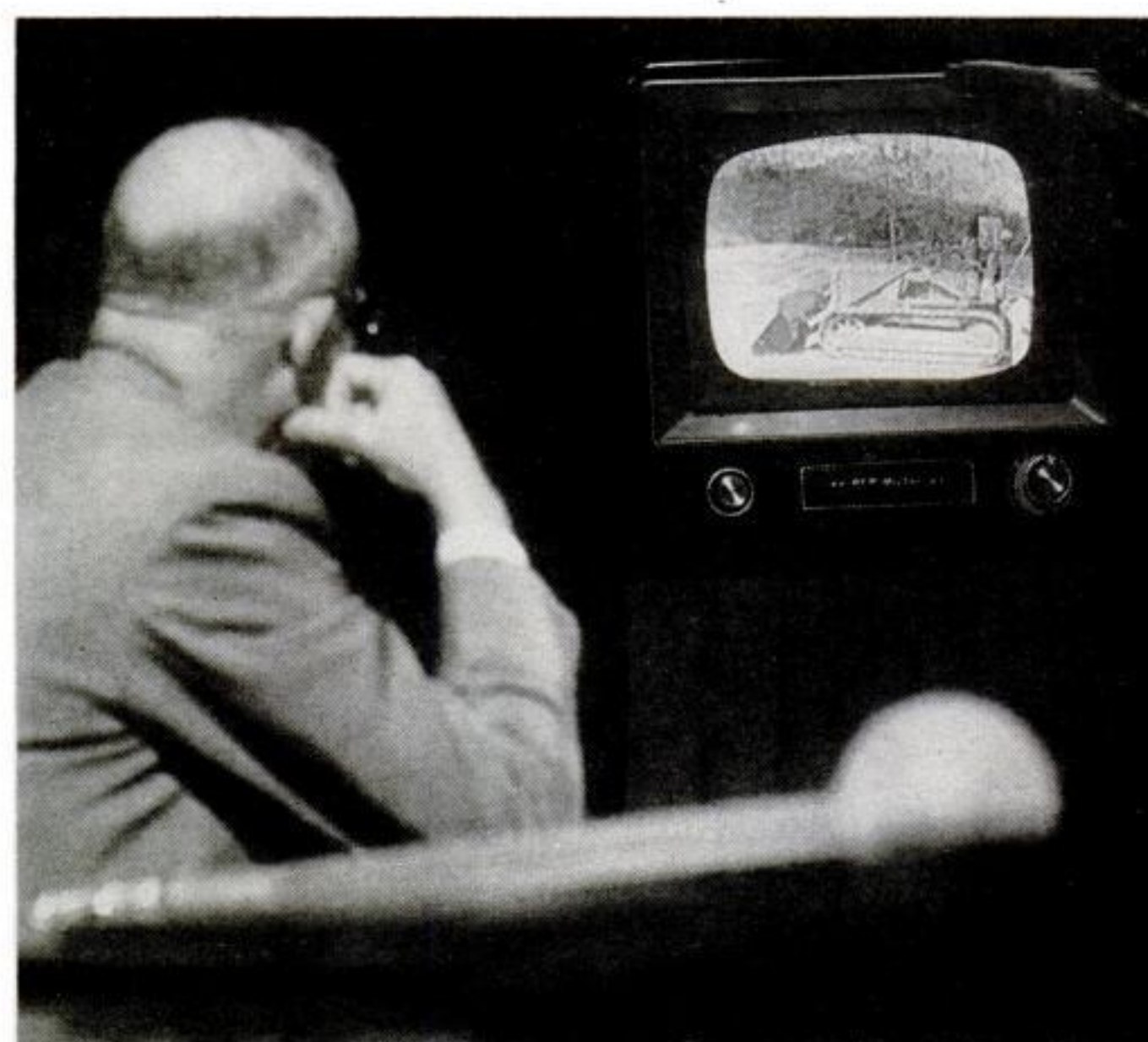


AC SPARK PLUG DIVISION  GENERAL MOTORS CORPORATION

## Atomic Power Plant CONTINUED



**TELEVISED COUNTER**, seen on Shippingport TV set, answers touch of President's wand. Pointer (*left*) swings to move power shovel (*background*).



**PRESIDENT AS SPECTATOR** sits in Denver TV studio, watches automatically controlled power shovel dig first bucket of earth at Shippingport.



**DRIVERLESS POWER SHOVEL** dumps the first load of earth at the 400-acre Shippingport site. Actual construction on the plant will start next spring.





## PROFESSIONAL COUPLE RELAXES WITH THE HAMMOND CHORD ORGAN

LEARNED TO PLAY IT IN LESS THAN 30 MINUTES

**Dr. F. P. LeVan**, of 8233 Prairie Avenue, Chicago, is a doctor who married a doctor. (His wife is known as Dr. Grace Iliff, professionally.) And, with their separate and busy practices, life keeps them pretty much on the jump.

Last Spring, they became interested in the Hammond Chord Organ. "I hadn't had a music lesson since I played the clarinet in high school," said Dr. LeVan. "But I'd read an ad that said anybody could play it, without tedious lessons or scales. So . . ."



"I started out with an easy tune, a finger at a time. And you know—even that sounds good on the Chord Organ!" (If you can't read notes, Hammond furnishes special "Picture Music" that makes it simple to find the right keys for the melody.)



"Then I tried the chord buttons. Just one finger on one button added a rich, full chord. This is a lot easier than using three to five fingers, the way you have to on most instruments. Can you imagine? I actually played the Hammond Chord Organ in less than half an hour!"



"My wife used to play the piano a little, and she is fascinated by all the instrumental effects she can get from the Hammond Chord Organ. We both find the organ a wonderful relaxation. And when we have parties, everybody takes a turn. It's fun for beginners, and for real musicians, too!"

### EASY TO PLAY - AND EASY TO BUY! EARLYBIRD CHRISTMAS LAYAWAY PLAN



You can have a Hammond Chord Organ under the tree Christmas morning if you join this easy plan now. It's convenient, and a blessing to your budget. See your Hammond dealer soon for details of his Earlybird Christmas Layaway Plan.

**\$975 f.o.b. Chicago, in Walnut. Blond or Ebony slightly higher.**

Hear what Jesse Crawford does with the Hammond Chord Organ in "Popular Encores", Decca Records (ED-693 DL-5548).

## The Hammond Chord Organ

by the makers of Hammond Organs

Hammond Organ Company  
4234 W. Diversey Avenue, Chicago 39, Illinois

Without cost or obligation, please send me full details about the Hammond Chord Organ. Also, facts on the Christmas Layaway Plan.

Name

Address

City  Zone  State

© 1954, HAMMOND ORGAN COMPANY 9



# New, lightweight portable steam iron by G.E. does all pressing jobs . . . weighs only 1<sup>3</sup>/<sub>4</sub> pounds!

Light, AC-DC iron folds up for easy storage . . . transforms from steam to automatic dry iron . . . costs only \$14.95.\*

Here at last is a "featherweight" steam iron that *everybody* will welcome! Does special ironing and pressing jobs in less time because iron weighs so little . . . and yet does such an efficient job.

Heat and moisture, not weight, do ironing and pressing. No need to "bear down" to get out wrinkles . . . there's plenty of steam from this little beauty to smooth out the most difficult ones. Steam does the work, saving time *and* energy.

Without the bulb, it becomes a fine automatic dry iron. And it works on both AC and DC!

The new G-E Portable Steam Iron is really the answer to keeping clothes always fresh looking with no trouble at all. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



\*Manufacturer's recommended retail or Fair Trade price



**OPEN HANDLE AND COMPACT DESIGN** let you do more jobs more easily. You save time and yet do a professional looking job.



**AT HOME OR ANYWHERE** this handiest of all irons steams wrinkles out of dresses, presses woolen suits, makes any ironing job easier.



**IDEAL FOR TRAVELING** because it's so compact. Iron slips into its own carrying case. Takes up no more space than a pair of slippers.





AT THE SCREEN IN ARTESIA, N. MEX. AFTER HITTING RECORD-BREAKING 70th HOMER, JOE BAUMAN FILLS HIS FISTS WITH MONEY PUSHED AT HIM BY FANS

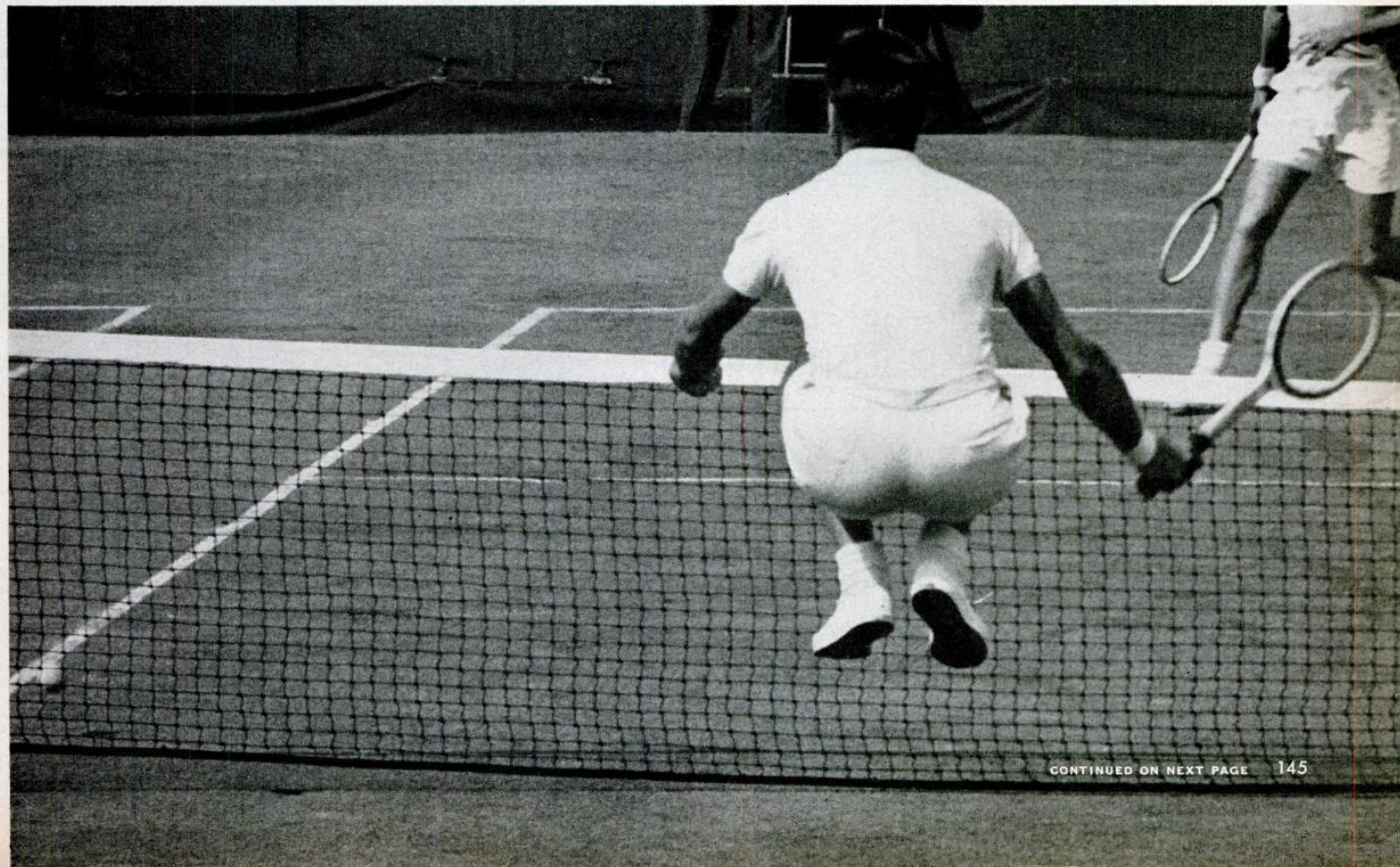
## THROUGH WIRE AND OVER NET

In baseball and tennis last week, two new champions were beside themselves with joy, demonstrating that athletes are not necessarily on the wane when they have passed their 20s. In Artesia, N. Mex., 32-year-old Joe Bauman (*above*), first baseman of the Roswell Rockets in the Longhorn League, hit his 70th, 71st and 72nd home runs of the year, thereby breaking

baseball's record of 69 set back in 1933 by Joe Hauser of the Minneapolis Millers.

At the U.S. Tennis Tournament in Forest Hills, N.Y., Victor Seixas (*below*) won the men's singles, thus becoming at 31 the oldest first-time winner in the tournament's history. Seixas took two more titles as well, one of them shared with yet another "old-timer" (*p. 146*).

AT NET IN FOREST HILLS IN SEMIFINAL MATCH AGAINST HAM RICHARDSON, VIC SEIXAS JUMPS WITH GLEE AS HIS POINT-WINNING SHOT DROPS JUST OVER

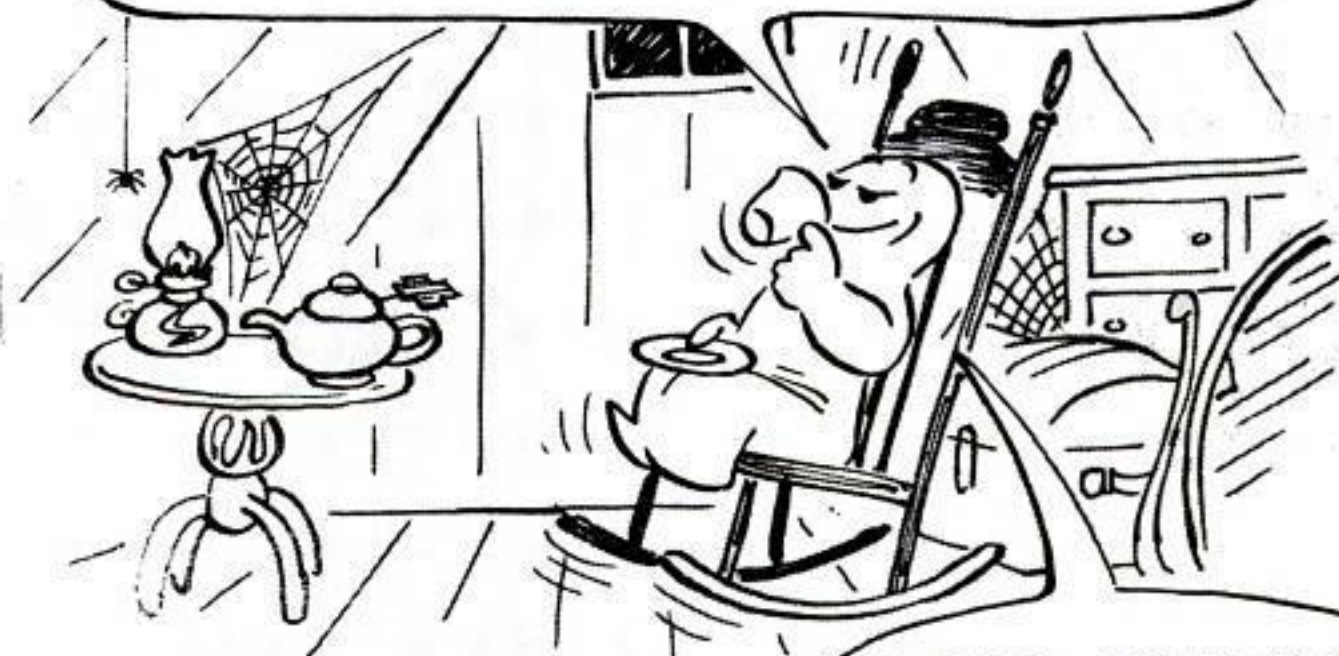




# Gaylord the Ghost



AH—TENDER LEAF TEA



THE FLAVOR  
HAUNTS ME!



Yes, no other tea gives you such zesty-rich flavor! It's the new leaf, the young leaf, the flavor leaf that does it. No other tea has the exclusive "Tidy-Pak"—each tea bag in its own individual envelope! Be sure it's Tender Leaf Brand Tea—get the Bright Red Box with the Smiling Cups!

## Through Wire, Over Net CONTINUED



**WOMEN'S CHAMPION** Doris Hart, here going after Louise Brough's lob in finals, is 29 but third oldest women's winner in history of the tournament.



**HAPPY CO-CHAMPIONS** Seixas and Hart wear tired looks after winning mixed doubles. Last month Seixas, with Tony Trabert, won men's doubles.





## Now—Low-Cost “Living” Insurance for Millions of American Families

Equitable has designed a wonderful new “economy-size” insurance package for you and your family. Now’s the time to buy the protection you want and need—at new low cost!

For you, and millions of Americans—who never dreamed it possible to own more life insurance—Equitable has devised a special low-cost policy. This policy protects *your family* if you die and pays *you* higher-than-ever cash benefits if you live. You don’t have to die to win!

IT’S AN ECONOMY-SIZE PACKAGE that is available in amounts of \$10,000 or more. Because you purchase this much protection, Equitable can pass on to you important savings in the form of low premiums.

At 35 you pay 15% less than before—*only \$23.41 a year per \$1,000!* Annual dividends may be used to reduce your premiums.

**NEW FLEXIBILITY.** The “change-over” features of this new policy are designed to fit changing circumstances in your life.

For instance, if you take out the policy at age 35, you are guaranteed the right at age 55 to adjust your policy so that you will not have to pay any further premiums after 65. Or you may exercise the privilege of changing to a policy that will permit you to collect the full face amount at 65 or choose an income plan, whichever you wish. And you do so at a special low rate. Again—you save!

No other policy offers such flexibility at such low cost! Even if you are *not* a standard health or occupational risk, you may be able to obtain this protection at an appropriately low special rate.

**Whole Life Insurance—available in amounts of \$10,000 or more. 20 Year Illustration Assuming Dividends Are Applied to Reduce Premiums on \$10,000 face amount.**

AGE AT ISSUE	25	35	45	55
Annual Premium	\$174.60	\$234.10	\$332.80	\$503.10
Average Annual Dividend*	36.80	44.70	52.90	80.90
Average Annual Net Outlay*	137.80	189.40	279.90	422.20

\*Based on 1954 dividend illustrations. Dividends are not guaranteed and are not to be considered estimates of dividends to be paid in the future, as such dividends will depend upon future experience.

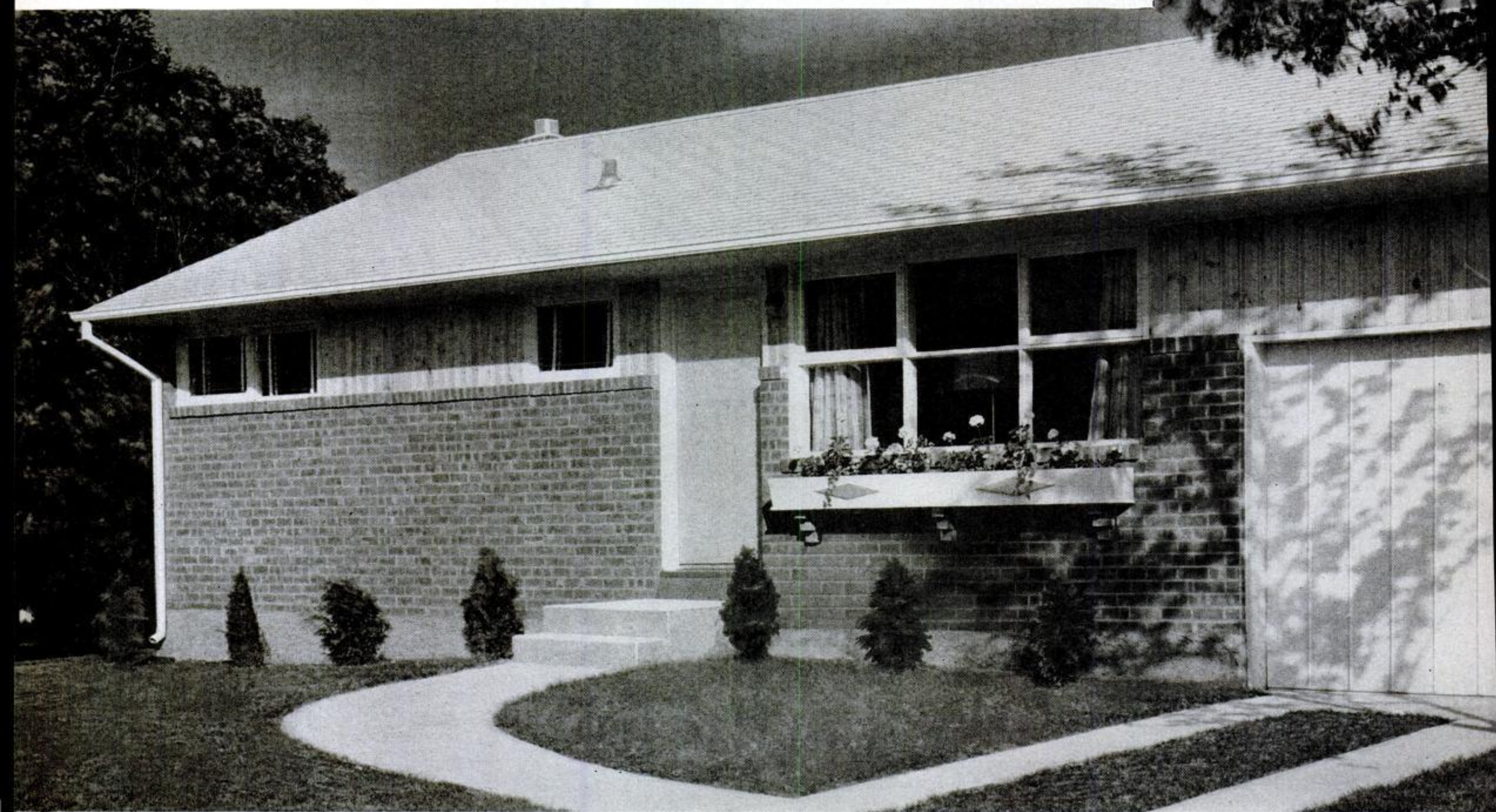
SEE THE MAN FROM EQUITABLE—TODAY

*The*  
**EQUITABLE**  
*Life Assurance Society of the U.S.*

Home Office: 393 Seventh Avenue, New York 1, N. Y.



*"Don't just dream—move in." Visit the model homes  
in your community during National Home Week, September 19-26.*



*Electronic Moduflow home in Bethpage, Long Island, New York. Cost in New York: \$11,750. Builder: Eileen Construction Co.  
Engineer and Designer: Teas & Steinbrenner. Electronic Moduflow installed by Rite Fuel Corp., Hicksville, L. I., N. Y.*

## Electronic Thermostat outside your house varies indoor temperatures as the weather changes

*Honeywell Electronic Moduflow gives you wonderful new comfort. Based on this new discovery: To have constant comfort you need varying—not fixed—indoor temperature.*

Electronic Moduflow is superior to all other home temperature control systems. It alone features an electronic thermostat mounted outside—where the weather is.

Tests show the last word in healthful comfort is secured by varying indoor temperature in relation to outside temperature.

With Moduflow in your home, your heating plant will automati-

cally vary the inside temperature as the temperature outside rises or falls. This means your house is always bathed in a gentle glow of perfect comfort.

Electronic Moduflow is eight times more sensitive than ordinary systems. This means its control is far faster and more accurate.

With Electronic Moduflow, your house is never too hot—never chilly. You say good-bye to cold, drafty floors. And because there is no more overheating or underheating, you get the most good out of every fuel dollar you spend.

Electronic Moduflow is also available in a year-round model—to control your central cooling plant in summer.



## Why you need varying indoor temperatures



### *Discomfort—with constant indoor temperatures*

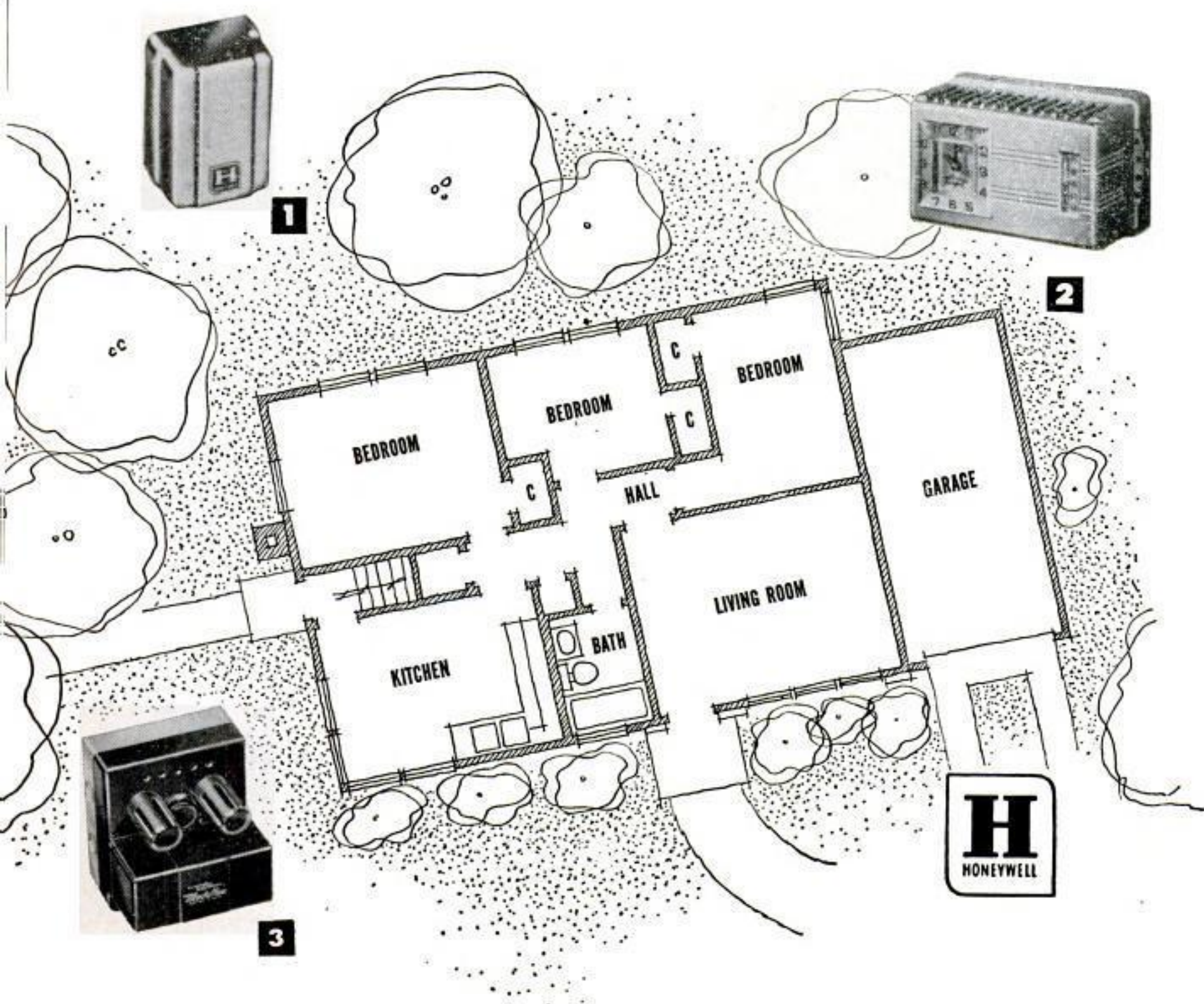
A fixed indoor temperature does not mean you'll be comfortable. Tests show that if indoor temperature is *merely held constant* as the temperature outdoors falls, you feel chilly and uncomfortable. This happens with ordinary temperature control systems. Because as the walls of your home become colder they "draw" more heat from your body.



### *Comfort—with varying indoor temperatures*

With Electronic Moduflow in your home, the colder it gets outside, the higher the temperature inside becomes. Colder walls are offset by this higher inside temperature. For example, when the outside walls of your home grow colder, you may require 74° to feel comfortable. And previously you were comfortable at 71°. Electronic Moduflow solves this personal comfort problem automatically—and gives you a wonderful new kind of comfort in your home.

Exclusive Sales Director,  
Walter H. Daub.



## No house is a modern house without Electronic Moduflow

When you're buying a *new house*, Electronic Moduflow can be included in your financing. This way it costs you only a few cents a day. In your *present home* Electronic Moduflow can be used with any type of adequate central heating plant. The price, \$199.40, includes average installation cost. With a home improvement loan you can pay as little as \$6.39 a month.

See your builder, heating dealer or architect *today*. Insist on this truly *modern* comfort control system for your present home or the one you are planning to build or buy.

Write today for free book, "The Story of Electronic Moduflow." Also the name of your nearest Honeywell dealer. Write Honeywell, Dept. 2855, Minneapolis 8, Minn. In Canada, Leaside, Toronto 17, Ontario.

### *Michael Forte, a leading eastern builder*

Michael Forte is president of the Eileen Construction Company. The house you see here is one of 400 being built in the firm's Eileen Gardens project on Long Island. Since its founding in 1936 the company has built over 4,000 houses. Under construction and on the drawing boards are another 1,000—all with Honeywell Electronic Moduflow.

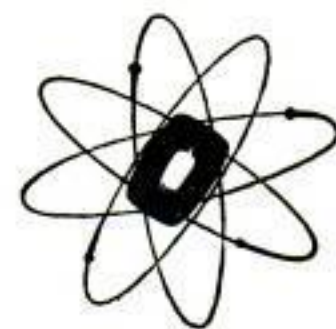


## How Electronic Moduflow works

Only three simple parts make this wonderful system work. The Electronic Weathercaster (1) mounted outside the house, senses the outdoor temperature and by means of electronic signals continually tells the Electronic Clock Thermostat (2) what indoor temperature is required to maintain comfort. This Electronic Clock Thermostat, mounted in your living room, signals the Relay Amplifier (3) which *automatically* tells the heating or cooling plant to provide the amount of adjustment required to keep your home at the right temperature—no matter how changeable the weather.

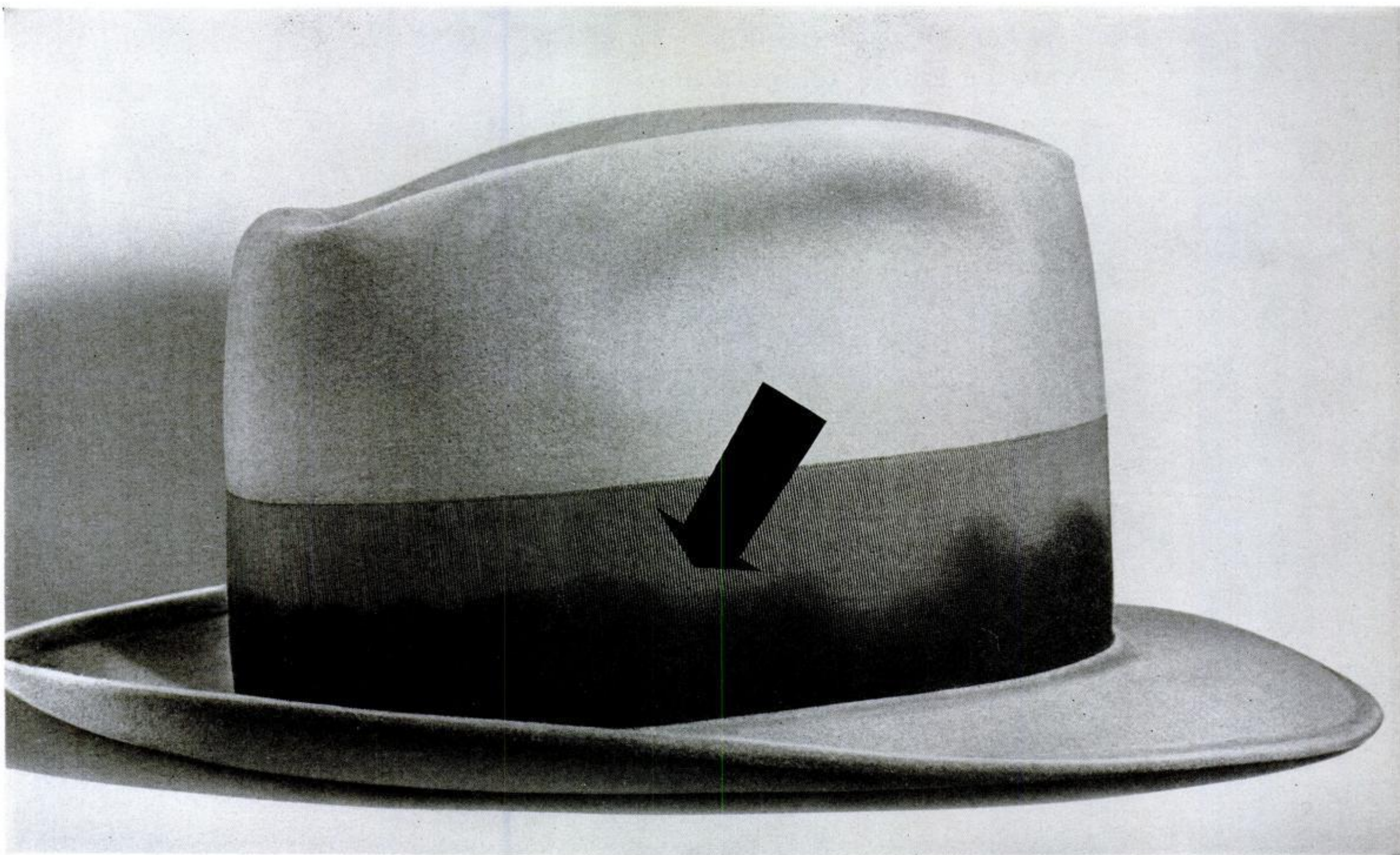
**Win a Moduflow installation for your home!** 10 sets of Electronic Moduflow, completely installed, are being offered as prizes in the exciting new Aunt Jemima Pancake Mix Home for All-America Contest. Read the full details on pages 68 and 69 of this magazine.

For heating and cooling



MINNEAPOLIS  
**Honeywell**  
Electronic Moduflow





Wives: Make him a gift of this amazing new hair preparation that *ends* this problem!

## Revolutionary new hair dressing *won't grease-stain your hat!*

— Keeps hair naturally neat all day—avoids  
that “slicked-down” look  
and leaves no oily stain!

• Hair experts said it couldn't be done!  
*But now, 30 years of laboratory experience have done it!*

Thanks to a new formula, this revolutionary new hair dressing, Beau Kreml, does NOT leave harmful, hard-to-get-out oil stains on upholstery, pillow slips, hats—and it keeps hair natural-looking and in place from morning till night.

### Two special ingredients!

New Beau Kreml contains an ingredient similar to the natural protective agents in your own hair. Called KR-9, this first special ingredient never lets your hair look greasy, sticky, or shiny!

The second special ingredient has a

remarkable “spreading action.” New Beau Kreml goes on in a second . . . works evenly through your hair—even when wet—with no need for time-taking massage to get it thoroughly distributed. It keeps all but the most wiry hair in place . . . relieves dryness in hair and scalp.

No special shampooing is needed. New Beau Kreml is water-soluble; rinses off hair, hands, comb—under plain tap water.

Enjoy new Beau Kreml from now on!  
Long-lasting bottle—only 69¢.

### IF YOU HAVE DANDRUFF, ITCHY SCALP—

Use *regular* Kreml Hair Tonic. This famous product contains *new* antiseptic ingredients that *kill on contact* the scalp parasites commonly believed to be a cause of excessive dandruff. Regular Kreml Hair Tonic in the familiar yellow carton is not subject to the federal cosmetic tax.



**Won't leave oily stains** on upholstery, pillow slips or hats. And holds hair naturally in place! Get the new Beau Kreml today! Long-lasting bottle only 69¢.





WITH PAUL, FREDERIKA AND JULIANA LEADING, JOSTLING MASS OF ARISTOCRATS RIDES MULEBACK UP SANTORIN ISLAND'S 350-STEP STAIRWAY TO TOP

## ROYALTY TAKES A HOLIDAY

Kings, queens, exes and hopefuls tour like tourists through the isles of Greece

Photographed by JOHN PHILLIPS and JEAN-PIERRE PEDRAZZINI

Quantitatively, it was the most impressive assemblage of European royalty ever aboard a single boat. On the brand-new 5,500-ton Greek steamer *Agamemnon* were the King and Queen of Greece, the Queen of The Netherlands, the ex-kings of Italy, Romania and Bulgaria, the would-be kings of France and Spain along with 74 assorted princes and princesses, four dukes, six duchesses, 10 counts and countesses, an archduchess and an infanta. King Paul and Queen Frederika had invited them on a 12-day tour of the Aegean. Although elderly Prince George of Greece was permitted to bring along his beloved admiral's uniform, this was

not a dress occasion. It was to be a holiday in sports clothes for royalty.

Everywhere their ship stopped they came laughing and chattering ashore looking much like ordinary tourists. They wore sun glasses, carried cameras and guide books, slipped off their shoes and aired their feet from time to time. They rode mules to remote tea rooms, staged mock Olympics in the ancient Delphic Stadium and saw Greek plays in Greek. They had fun and, their royal hosts hoped, helped "promote international tourism in Greece" as desired by the late Eugene Eugenides, Greek shipowner, who left money for the purpose. His estate picked up the tab.

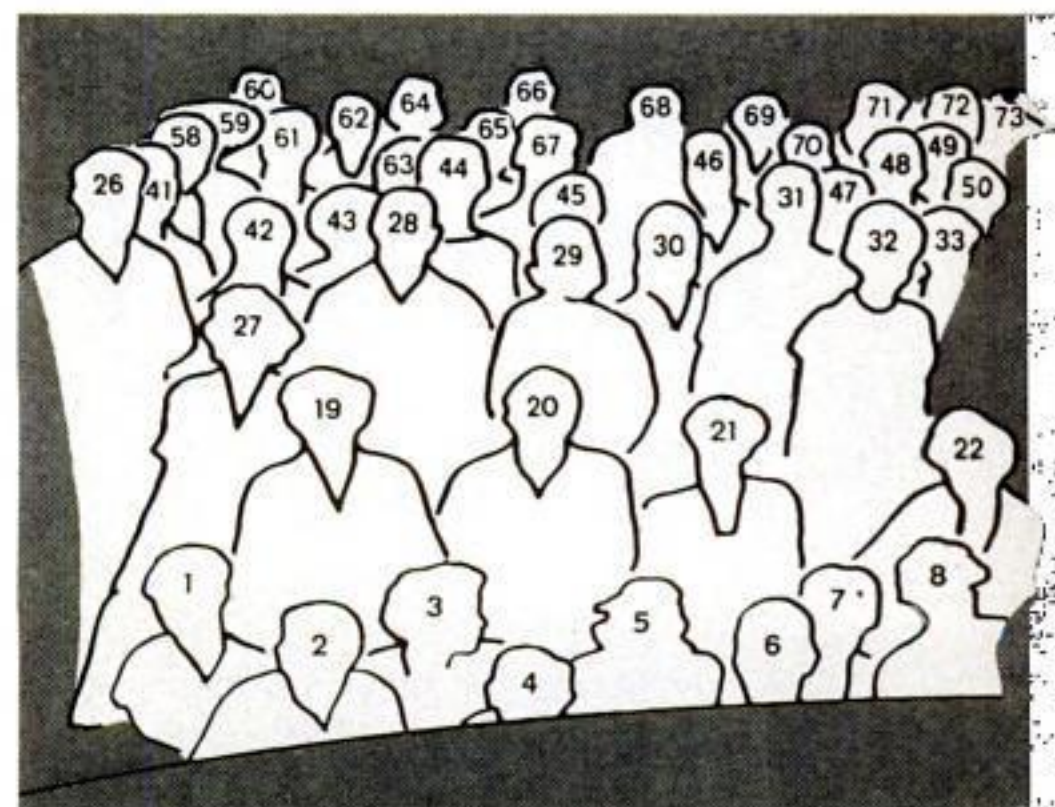




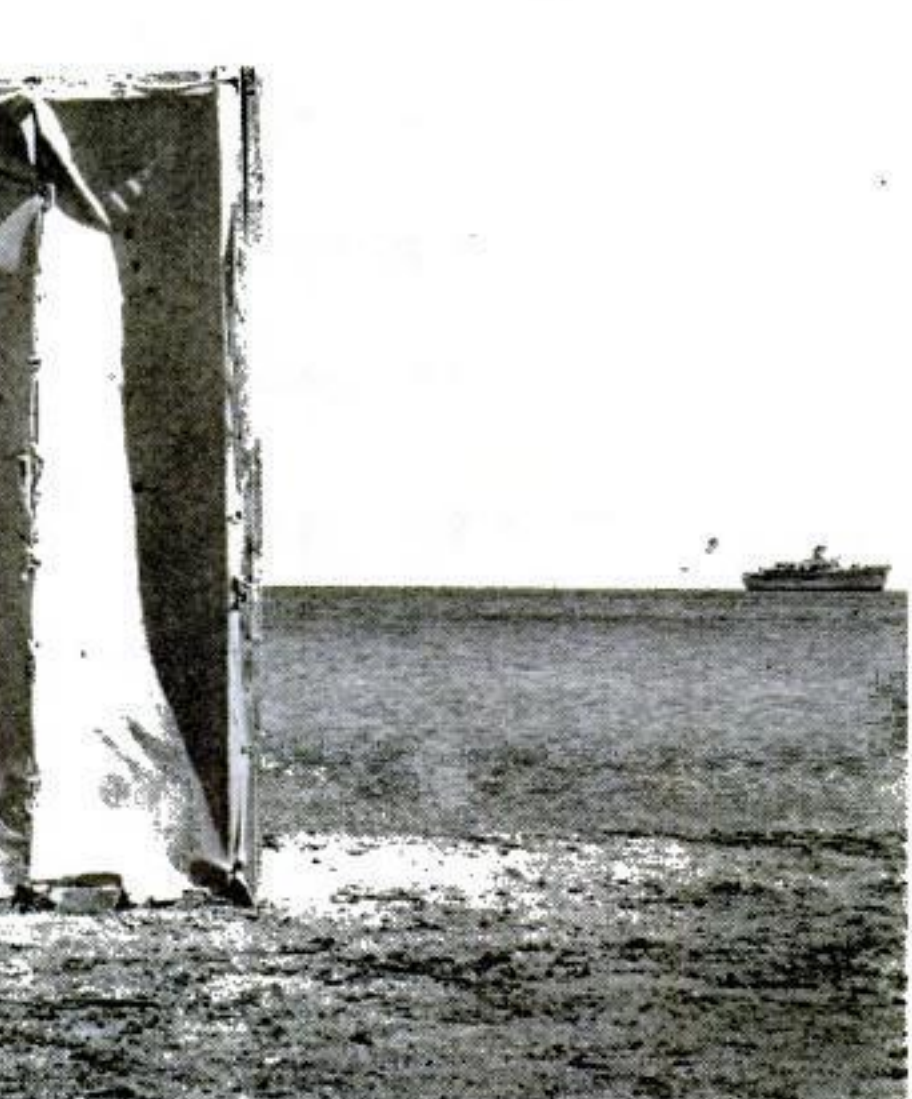
**HAPPY HOSTS** Paul and Frederika, called auntie by young princes aboard, await guests on gangway.



**BOATLOAD OF BLUEBLOODS** gathered for photograph on the afterdeck of the *Agamemnon* are identified by the numbered key drawing at the right: 1—Prince Reiner of Hesse. 2—Prince Otto of Hesse. 3—Princess Irene of The Netherlands. 4—Crown Prince Constantine of Greece. 5—Princess Anne of France. 6—Prince Georg of Hohenlohe-Langenburg. 7—Countess Helen Toerring. 8—Princess Tatiana Radziwill. 9—Count Hans Veit Toerring. 10—Princess Irene of Greece. 11—Princess Diane of France. 12—Prince Kraft Hohenlohe-Langenburg. 13—Princess Beatrix Hohenlohe-Langenburg. 14—Prince Ludwig of Baden. 15—Princess Sophie of Greece. 16—Archduchess Minola of Habsburg. 17—Princess Elizabeth of Yugoslavia. 18—Prince Karl of Hesse. 19—Maria-Mercedes, Countess of Barcelona. 20—Don Juan, Count of Barcelona and pretender to the Spanish throne. 21—Grand Duchess of Luxembourg. 22—Princess Marie of Greece (nee Bonaparte). 23—Her husband, Prince George of Greece. 24—Queen Juliana of The Netherlands. 25—The Countess of Paris. 26—Ex-King Michael of Romania. 27—Princess Anne, his wife. 28—Prince Gottfried Hohenlohe-Langenburg. 29—Princess Margaretha Hohenlohe-Langenburg. 30—Princess Marie-Louise of Bulgaria. 31—Ex-King Simeon of Bulgaria. 32—Queen Frederika of Greece. 33—Princess Viggo, Countess of Rosenborg. 34—King Paul of Greece. 35—



Princess Eugénie of Thurn and Taxis. 36—Princess Hélène of France. 37—Prince Bernhard of The Netherlands. 38—Princess Margaretha of Sweden. 39—Grand Duchess Charlotte of Luxembourg. 40—Duchess Thyra of Mecklenburg. 41—Duke Ludwig of Wurtemberg.

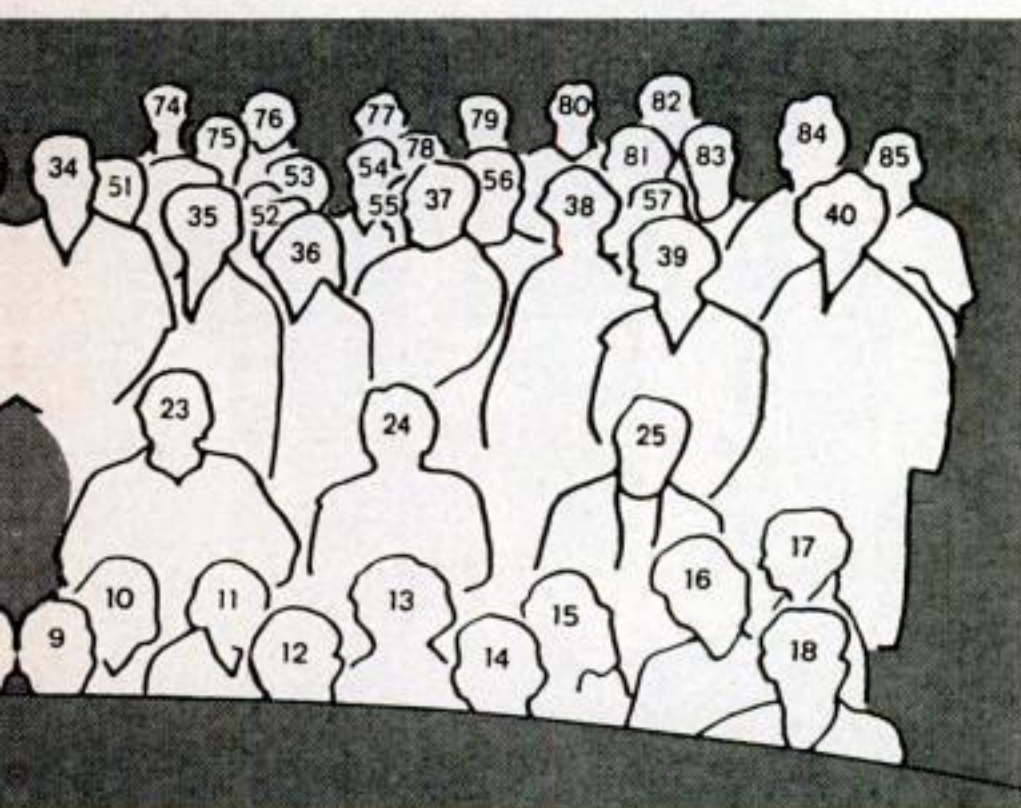


**BATHING SCREEN** at Katakolon sheltered the swimmers while dressing. *Agamemnon* is offshore.



**SANDWICHES** (ham and cheese) were served at a picnic lunch for the tour at the Olympic museum.





42—Duchess of Wurtemberg. 43—Princess Beatrix of The Netherlands. 44—Prince Georg-Wilhelm of Hanover. 45—Countess Charles of Toerring-Jettenbach. 46—Prince Jacques of Bourbon-Parma. 47—Countess Flemming of Rosenberg. 48—Count Flemming

of Rosenberg. 49—Prince François of France. 50—Princess Georg-Wilhelm of Hanover. 51—Prince Antoine of Bourbon-Sicily. 52—Infanta Maria del Pilar. 53—Princess Maria Gabriella of Bavaria. 54—Prince Albrecht of Bavaria. 55—Princess René of Bourbon-Parma. 56—Prince Moritz of Hesse. 57—Hereditary Grand Duke Jean of Luxembourg. 58—Duchess Christian Ludwig of Mecklenburg. 59—Princess Christian of Schaumburg-Lippe. 60—Duke of Wurtemberg. 61—Prince Christian of Schaumburg-Lippe. 62—Duchess Elizabeth of Wurtemberg. 63—Princess Maria Christina of Savoy-Aosta. 64—Princess Margarita of Baden. 65—Princess Dorothea of Hesse. 66—Prince Heinrich of Hesse. 67—Prince Axel of Denmark. 68—Prince Dmitri of Russia. 69—Princess Peter of Schleswig-Holstein. 70—Prince André of Bourbon-Parma. 71—Prince Peter of Schleswig-Holstein. 72—Prince Christian of Hanover. 73—Princess Isabelle of France. 74—Prince Raymund of Thurn and Taxis. 75—Prince Franz of Bavaria. 76—Princess Elizabeth of Luxembourg. 77—Princess Astrid of Norway. 78—Prince Henri of France. 79—Prince Michael of Greece. 80—Prince Guelf-Heinrich of Hanover. 81—Prince Ernst-August of Hanover. 82—Prince Friedrich Ferdinand of Schleswig-Holstein. 83—Duke Christian Ludwig of Mecklenburg. 84—Princess Ernst-August of Hanover. 85—Prince Viggo, Count of Rosenberg.



**GLEEFUL HELENE**, princess of France, breaks into laugh before Prince Bernhard's movie camera.

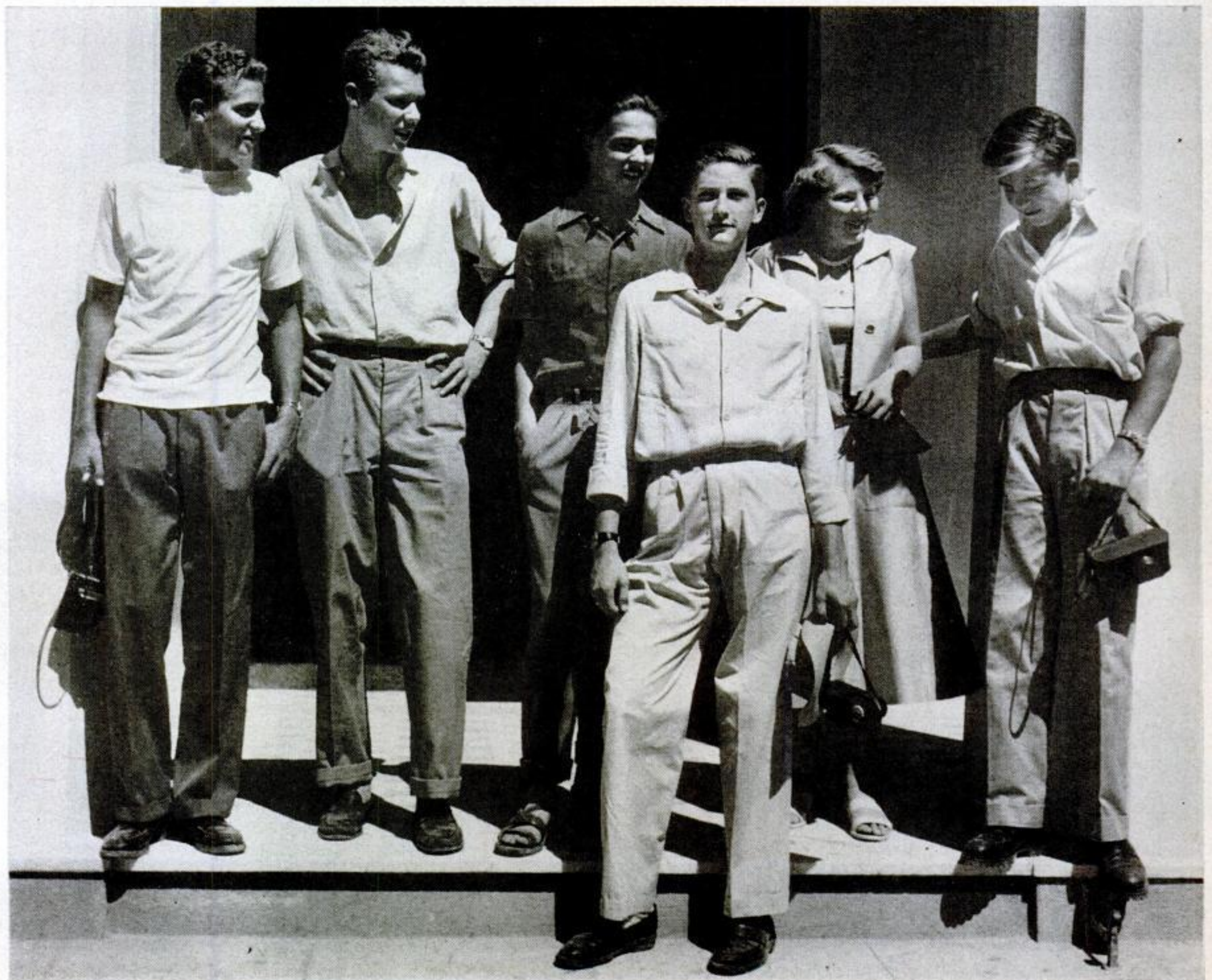


**TIRELESS DOROTHEA**, princess of Hesse, adjusts her sandals for race at the Delphic Stadium.



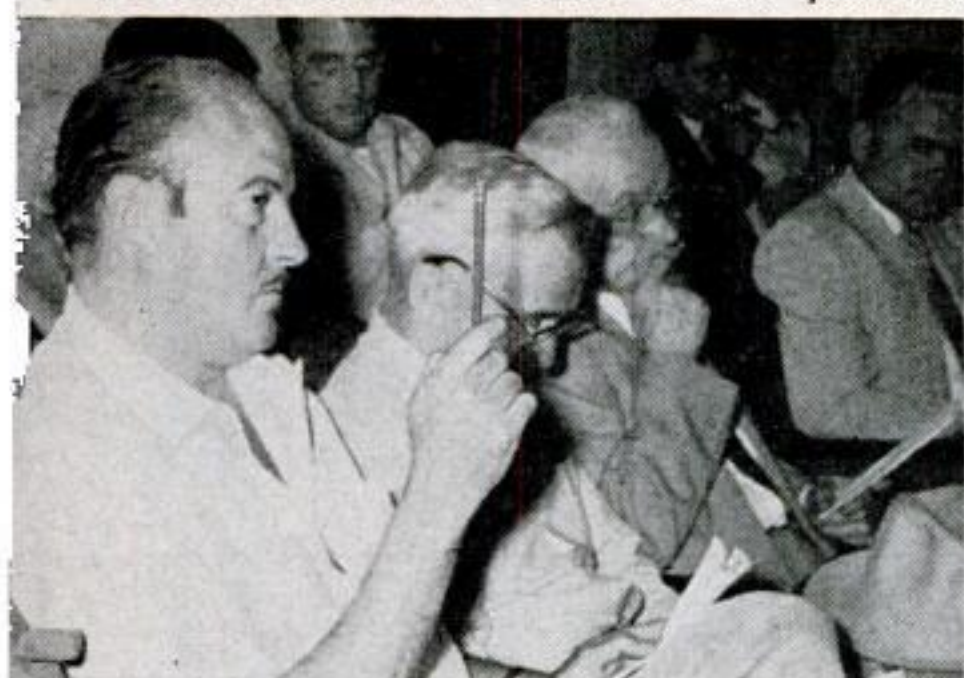


**ROYAL GAGSTERS** cavort in Delos' ruins. Making heads for statues are Christine and Dorothea of Hesse. Constantine of Greece, Marie-Louise of Bulgaria and Isabelle of France (right) stand by.

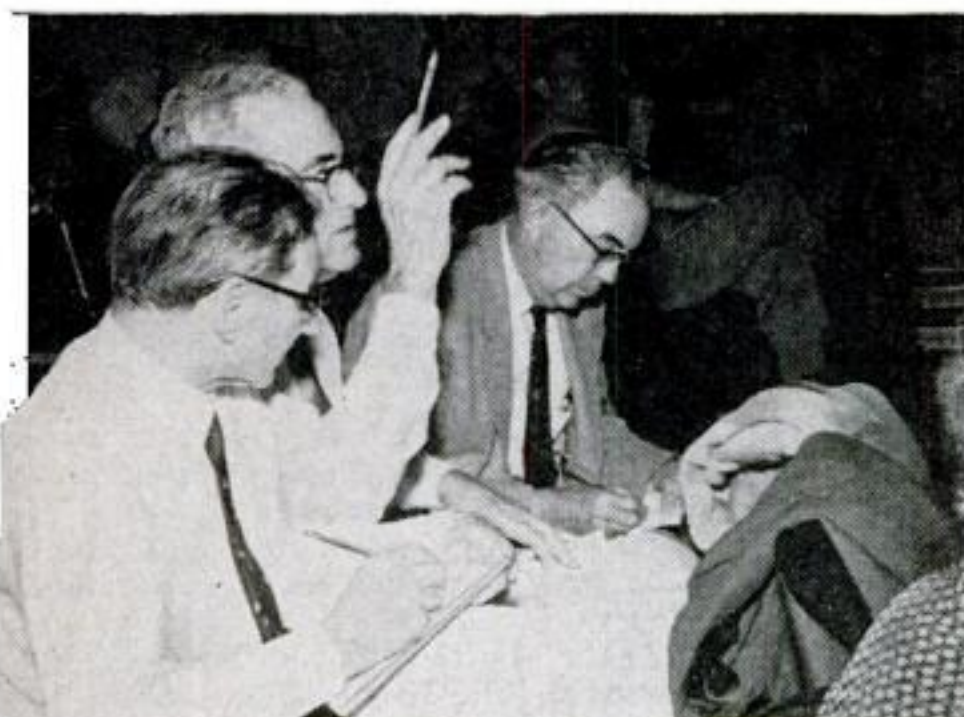


**ROYAL HOPEFULS** with historical claims to ancient thrones, are (from left): Juan of Asturias (Spain), Vittorio of Naples (Italy), Henri de Bourbon (France), Simeon (Bulgaria), Beatrix (The Netherlands) and Constantine (Greece). Constantine and Beatrix are heirs to existing monarchies. Juan is almost certain to become crown prince, if not king, of Spain. Simeon, though only 17, reigned as king from 1943 to 1946.





**NO ONE KNOWS** how much geological research lies behind poker-faced oilman's bid. His rivals wonder but must win bid and drill a well to find answer.



**OIL COMPANY** team makes its bid. Map shows that lease being offered is considered highly promising by this company's geologists.



**TOO HIGH!** Veteran oilman signals that bidding on a tract has gone beyond his limit. Rival oilman now wins the bid. Yet he may never find oil on this lease.



**COMPETITION** at the auction is intense. Note that front rows in tribal auditorium stays empty because every oilman tries to keep eye on rival bidders.



**OSAGE TRIBAL COUNCIL** must approve sale. Oil has been good to the Osages—since 1900, leases and royalties have paid tribe over 300 million dollars.



**COLONEL HOMER SAVAGE**, who sounds like an old-style tobacco auctioneer, has run the quarterly Osage auctions for years. He's seen intense bidding for a section that never produced

oil and he's seen oil found on leases almost ignored in the bidding. But no matter how remote the outlook, there's always at least one oilman willing to take the risk.

# Oilmen Compete For Drilling Rights At Osage Indian Auction

**Oilmen from all over America** recently met in Pawhuska, Okla. to bid against each other in open auction for nothing but *the right to drill for oil* on lands belonging to the Osage tribe.

Competition was keen. The bidding was fast. The flick of a finger or the nod of a head could win or lose a lease costing 30 or 40 thousand dollars. But in spite of these casual signs, the bidders were in dead earnest: When bids on a certain lease run high, you know competing oilmen have already spent time and money exploring its possibilities.

**But bidding for oil leases** is only the start. The real big costs and risks occur when the oilman actually begins to drill on his lease. Only

then will he find out whether he has an oil-producing well or whether he's one more oilman who's lost his entire stake in another dry hole. **In the search for oil** there are far more failures than successes! Yet every day America's oilmen willingly risk huge sums of money on the possibility that oil will be found under any given piece of land. And the competition in this search is so keen that if one company won't take a chance on a promising area, a rival company surely will.

**This is how** our free enterprise system works in your favor—for as long as oilmen continue to take chances like this, you and your family are assured of ample oil supplies for the future.

**AMERICAN PETROLEUM INSTITUTE**, 50 West 50th Street, New York 20, N. Y.



Spell it out for  
**A-P-P-I-A-N W-A-Y**  
**Pizza**



it's the  
**All American Dish**

LUSCIOUS, DELICIOUS  
GOOD EATING FOR

*After the Game*  
made with

**APPIAN WAY** Ready Mix



Everything in one package, ready to mix, fix, and bake. Add Your Choice of delicious toppings . . . cheese, ground meat, fish, mushrooms, sardines, and others . . . for LUNCHEON, DINNER AND PARTY SNACKS.

Write for **FREE**  
**Recipe Booklet**

Send \$1.00 for  
three 12 inch  
pizza pans.



**FOOD SPECIALTIES, INC.**  
Worcester, Mass. San Jose, Calif.  
**AMERICA'S LARGEST MAKERS OF PIZZA PIE MIX**

ROYAL TOUR CONTINUED

## JUMPS, BOTH DOWN AND UP



**HELPING HAND** is given Queen Frederika by her brother, Prince Ernst-August of Hanover. She had climbed the rock to take pictures of her guests.



**ROYAL OLYMPICS** brings Henri de Bourbon of France out for a high jump over the scarves held by Princess Dorothea and Prince Karl of Hesse.



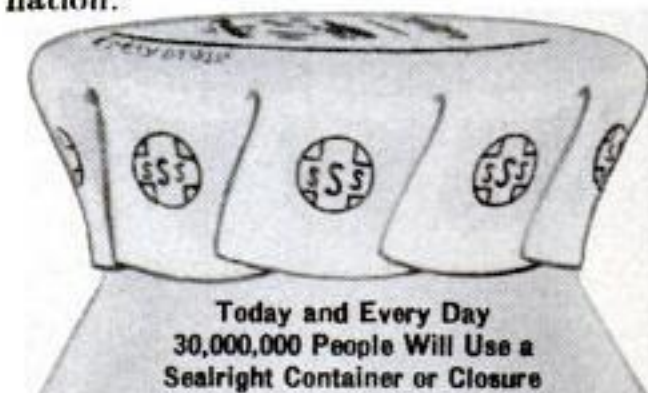
**OLDEST VOYAGER**, 85-year-old Prince George of Greece, enters boat. Besides his admiral's uniform he was allowed a servant and four cases of whisky.



**WE BEND OVER  
BACKWARDS TO PROTECT  
EVERY BOTTLE OF MILK**  
**SAYS LLOYD KNOWLTON, GENERAL  
MANAGER OF KNOWLTON'S CREAMERY,  
SAN ANTONIO, TEXAS**

"A perfect food needs perfect protection. So, we always bend over backwards to safeguard the wonderful purity of milk, not only from the farms and our own dairy but right to our customers' doorstep."

That's why thousands of leading dairy executives like Lloyd Knowlton see to it that every bottle of refreshing wholesome milk is delivered to your home with a special kind of double protection—first, a regular milk bottle cap, and then the famous Sealright plastic-coated paper closure that protects the pouring rim of the milk bottle from outside contamination.



**Mothersill's**  
The fast-acting  
aid in preventing  
and relieving  
Travel Sickness.  
for ADULTS and CHILDREN



**THIS ABUSE MUST STOP!**

And the way to do it in a jiffy is to relieve tender, hot, tired, sensitive feet with Dr. Scholl's Foot Powder. Wonderful, too, how it eases new or tight shoes. Be fair to your feet by using Dr. Scholl's Foot Powder every day—starting today!

**NEW! FLYING SCALE MODELS**  
Have formed balsa fuselage shells!



Build beautiful flying models in a jiffy. Pre-formed balsa shells fit together perfectly. Realistic plastic parts, rubber tires, decals, etc. Satisfaction guaranteed. PERFECT GIFTS! At all HOBBY, TOY and DEPARTMENT stores. **ONLY 1** ea.

**TOP FLITE**  
If no dealer near you, order from  
**TOP FLITE MODELS, 2636 S. Wabash, Chicago 16**  
Add 25¢ per plane to cover packing and postage.

Relieve  
**TIRE**  
**EYES**  
Ask for  
**LAV-OP-TIK**

● Bathe eyes often with cooling, soothing LAVOPTIK Eye Lotion. Quickly relieves itching, burning eyes. All druggists have





## AT THESE SUPERMARKETS

### BAMA:

Jay's Markets  
o's Super Markets  
y Jungle  
rch Super Markets  
H Super Markets  
ly Wiggly  
R Food Stores

### ZONA:

oman's Supermarkets  
s Food Fair

### ANSAS:

and's Stores  
ly Wiggly

### LIFORNIA:

er Food Markets  
k Markets  
d Basket  
a Pork Shops  
Dandy  
Cole Markets  
eman Stores  
ky Stores  
sin Markets  
hs Markets  
s Complete Markets  
to Markets  
p-N-Shop  
ed Markets  
lker's Markets

### ORADO:

phoe Food Stores  
ey Super Markets  
pire Super Markets

### CONNECTICUT:

gnet Markets  
g Cole Stores

### LAWARE:

od Fair Stores, Inc.

### TRICT OF

OLUMBIA  
od Fair Super Markets

### ORIDA:

ylight Grocers  
od Fair and Carl's  
ney Jungle  
ggly Wiggly  
blix Super Markets

### GEORGIA:

g Apple  
igham Super Markets  
ause's Super Markets  
arvey's Super Markets  
ney Jungle  
assey's Super Markets  
ck Bros. Stores  
orris Foods  
iggly Wiggly

### DAHO:

uper Valu Stores

### LINOIS:

enner Food Stores  
uehler Super Markets,  
Peoria  
aniel Food Stores  
G.A. Stores  
olly's Markets, Inc.  
ri-City Grocery Co.  
nited Super Markets

### NDIANA:

reasy Co.  
G.A. Stores  
ay C. Food Stores  
erry's Markets  
op & Shop

### IOWA:

Benner Food Stores  
Thriftway Super Markets  
nited Super Markets

### KANSAS:

I.G.A. Stores  
Buy-Way Stores  
nited Supers

### KENTUCKY:

Gateway Super Markets  
I.G.A. Stores

### LOUISIANA:

Big Chain Stores  
Jitney Jungle  
Piggly Wiggly

### MARYLAND:

Food Fair Stores, Inc.

### MASSACHUSETTS:

Stop & Shop

### MICHIGAN:

Cadillac Food-O-Mat  
Eberhard's Super Markets  
Harding Markets  
Harold's Markets  
I.G.A. Stores  
Lipson's Super Markets  
Plumb's Super Markets  
Polly's  
Shop-Rite Super Food  
Markets  
H. A. Smith Super  
Markets

### MINNESOTA:

Red Owl Stores

### MISSISSIPPI:

Jitney Jungle  
Piggly Wiggly  
Sunflower Stores

### MISSOURI:

Buy-Way Stores  
nited Supers

### MONTANA:

Clark's Food Markets  
Lundy's Food Centers  
Super Save Markets

### NEBRASKA:

Hinky Dinky Stores

### NEW JERSEY:

Food Fair Stores, Inc.

### NEW YORK:

Fair-Mart Food Stores  
Food Center Super Markets  
Food Fair Stores, Inc.  
Loblaws  
Markovitz Bros.  
Oneida Markets  
Shopwell Foods

### NORTH CAROLINA:

C & B Super Markets  
Food Fair of N. C.  
Harris Super Markets  
Lowder's Super Markets  
Malpass Super Markets  
Malpass & Kearns Food  
Markets  
Piggly Wiggly  
Teeter's Super Markets

### NORTH DAKOTA:

Red Owl Stores

### OHIO:

Acme Stores &  
Super Markets  
Albers Super Markets  
Century Food Markets  
Evans Super Markets  
Hub Super Markets  
I.G.A. Stores  
Joseph's Super Markets  
Loblaws  
Pick-N-Pay  
Sternbaum's Foodmarts

### OKLAHOMA:

I.G.A. Stores

### PENNSYLVANIA:

A & M Super Markets  
Economy Super Markets  
Food Fair Stores, Inc.  
Giant Markets  
Loblaws  
Riverside Markets  
Sagath Bros. Food Stores  
Serv-All Stores  
Weis Markets

### RHODE ISLAND:

Almac's Super Markets

### SOUTH CAROLINA:

Piggly Wiggly

### SOUTH DAKOTA:

Red Owl Stores

### TENNESSEE:

Anderson Super Markets  
Big Star Cash Food Stores  
Franklin Super Markets  
George's Markets  
Little Stores  
Logan's Super Markets  
Oakwood Super Markets  
Slagle's Super Markets  
U-Tote-Em Super Markets  
Willie's Super Markets

### TEXAS:

Ham-On Food Stores  
I.G.A. Food Stores  
Piggly Wiggly Stores  
(Served by Childs)  
Super Valu Stores,  
Gulf Coast  
Wyatt Food Stores

### UTAH:

American Food Stores, Inc.  
Buy Rite Food Stores

### VIRGINIA:

Bibee's Virginia Markets  
Black & White Stores  
Courtesy Stores  
Overton's Super Markets  
Reid Stores  
Shopwell Food Stores

### WASHINGTON:

Campbells Food Markets  
Rosauer's Super Markets

### WEST VIRGINIA:

I.G.A. Stores  
Evans Super Markets  
West Virginia Super  
Markets

### WISCONSIN:

I.G.A. Stores  
Red Owl Stores

### WYOMING:

Ben's Super Markets  
Birge's  
Boyd's Super Markets  
Casper Commissaries

And Many Others... Check Your Store

# HI, KIDS!

Every boy and girl has a good chance to win

## WIN 10 BIG PRIZES

in YOUR  
NEIGHBORHOOD  
SUPERMARKET

# COLORING CONTEST

THESE 10 BIG PRIZES GIVEN IN EVERY NEIGHBORHOOD



ARTHUR GODFREY  
UKE PLAYER  
plus Flamingo  
Self Tuner Ukulele



LIONEL FREIGHT TRAIN SET  
with transformer



SCHWINN HORNET BICYCLE  
With all the wonderful features that  
make Schwinn America's favorite.



BETSY ROSS  
SEWING MACHINE



JON GNAGY  
SKETCHING OUTFIT  
and ART BOOK

TENS OF THOUSANDS  
OF VALUABLE PRIZES  
IN THIS NATION-WIDE CONTEST

PLUS a Grand National Prize of  
**\$5,000.00**  
**U.S. SAVINGS BOND**  
OR ITS CASH EQUIVALENT FOR A  
4-YEAR COLLEGE SCHOLARSHIP

It's Easy...It's Fun...  
It's Just Like Play

ALL YOU DO IS SIMPLY COLOR THIS

**BIG 32-page  
COLORING  
BOOK**



which your parent can get while shop-  
ping in your neighborhood food market

**NO BOX-TOPS... NO COUPONS... NO LETTERS TO WRITE**  
Boys and girls! Almost anyone who enters this Contest can win  
one of the tens of thousands of wonderful prizes. And best of all  
... you don't have to compete against children all over the  
country! Your own local Supermarket—the one your Mom shops  
in—will award to children in your own neighborhood all 10  
prizes shown on this page. This is your chance to win!

And this is the **easiest** contest! All you do is ask your  
parent to get one of the big 32-page Coloring Books  
for you at the Supermarket in which she regularly shops  
(see list on this page). Then color in the pages in this  
Book. Do this carefully and exactly, because the winners  
will be judged by the accuracy of coloring. Isn't this  
simple?

Any boy or girl can enter. Contest closes on October 16,  
1954... just in time to get your big prize for Christmas.  
Further details will be found in your Coloring Book.

© Milart Associates, Miami, Florida



A. C. GILBERT ERECTOR SET



ANSCO CAMERA SET



VANITY FAIR  
PORTABLE  
PHONOGRAPH

THESE NATIONALLY-KNOWN BRANDS ARE COOPERATING IN THIS GRAND CONTEST







Where'd they all go? Even without free-handed little girls like this, more families ran out of Kellogg's Corn Flakes this morning than any other cereal. This is happening all the time. That's because Kellogg's Corn Flakes just naturally taste better to more people. Always have. Still do. No wonder so many folks pick up a spare package of Kellogg's Corn Flakes every time they buy any cereal of any kind.

FRESH FROM *Kellogg's* OF BATTLE CREEK



## WORKING QUEEN AT PLAY



**ER A SPRIG OF BASIL**, deeply sniffed, Queen Juliana of The Netherlands beams in the longboat at Dr. Thomas Doxiades, physician to King Paul.



**N A PADDED SADDLE**, Juliana starts ride up Santorin. This was a rare vacation for Juliana who, unlike most of the others, has full-time job as queen.



**WOOLLY LAURELS** for Juan, Prince of Asturias, are bestowed by Juliana as reward for his having won a mock race in the ancient stadium at Delphi.

CONTINUED ON NEXT PAGE

The  
fabric for  
good looking,  
dependable,  
rugged  
work  
clothes



**Look for this label** as a guide in selecting your best buy in matched sets (matching shirt and pants). It identifies Stevens Twist Twill...a fabric with rugged strength for longer life and lasting good looks. Stevens exclusive Delta Finish gives Twist Twill clear colors and a smooth, supple texture. Twist Twill is completely washable...Sanforized for permanent fit...vat dyed for color fastness.

**J. P. Stevens & Co., Inc., NEW YORK, N. Y.**  
Fine Fabrics Since 1813



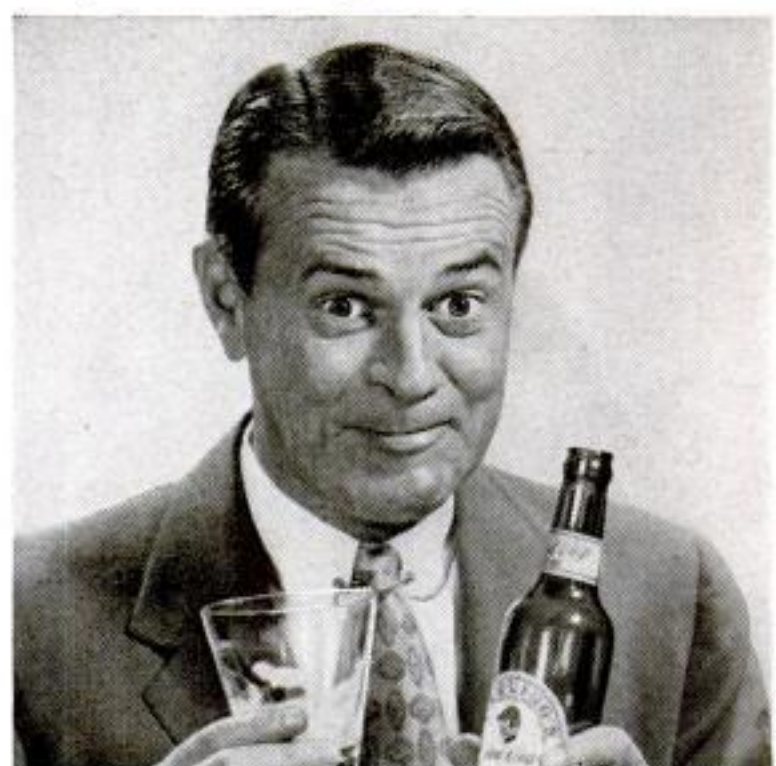
## BETTER THAN BEER?



can it be?



Try Carling's Red Cap Ale



...and see!

With an open bottle and open mind—judge this different "light-hearted" ale for yourself. Like the many who have turned to Carling's Red Cap—you'll find it "light" as the smoothest beer, yet "hearty" as only true ale can be. Is it better than beer? Only your own taste can decide. Tonight, open a bottle of Carling's and see!



**CARLING'S**  
*Red Cap*  **ALE**

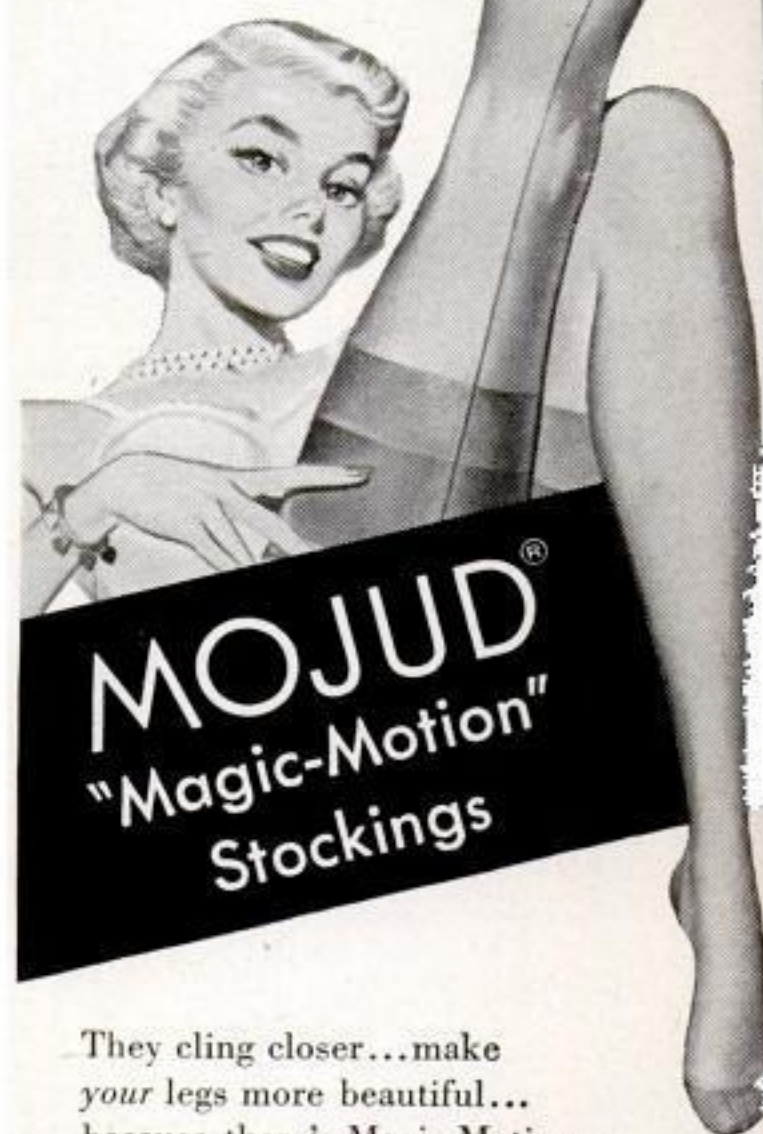
© CARLING BREWING COMPANY, CLEVELAND, OHIO

## ROYAL TOUR CONTINUED



**BAREFOOT PRINCESS**, Elizabeth of Yugoslavia, walks through a village street on Mykonos Island. Elizabeth had vacationed on the island before and, knowing it well, deserted party to go off on a shopping expedition of her own.

**MOJUD**  
for beauty!



They cling closer...make your legs more beautiful... because there's Magic Motion... extra "give" and spring-back in the knit!

©1954 MOJUD CO., INC., N.Y.C.



Here's the most popular skirt in the country today... our 2-pocket flare in 100% wool flannel... perfect for combining with your blouses and sweaters, and available in these exciting colors... apricot, teal, honey, purple, green, navy, black, brown, and charcoal. Sizes 8-20. About \$8 at stores everywhere or write:

**Rosecrest**

1407 BROADWAY, NEW YORK CITY

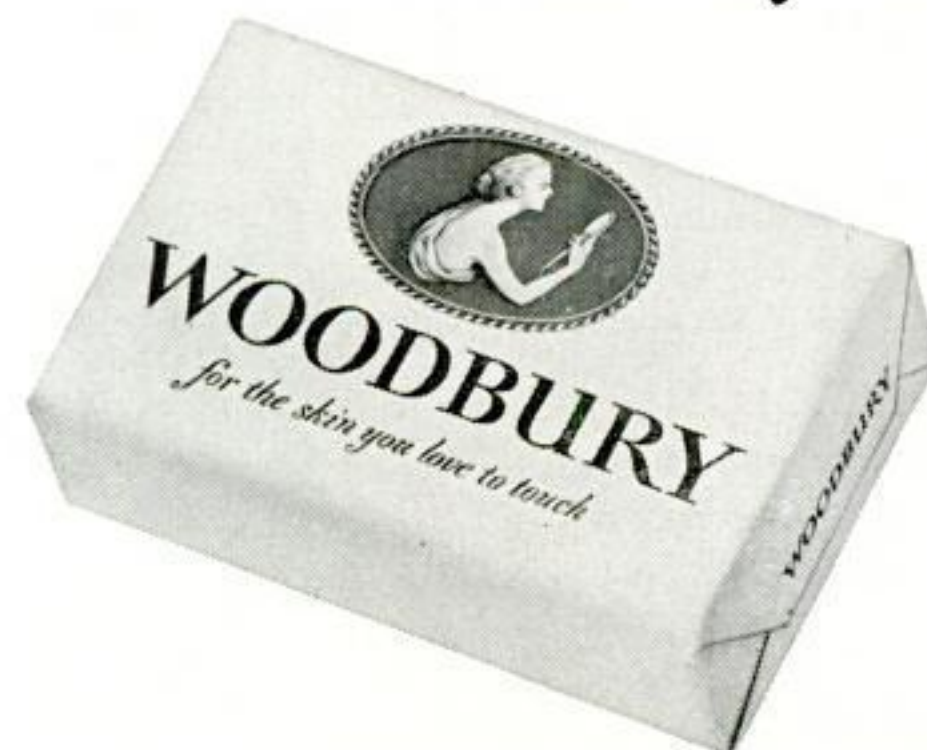




## Discover how pretty you really are! New Woodbury Soap is enriched with 7 face cream oils

Why is this a true beauty soap? Because of its pretty wrapper and charming scent? No. It's because New Woodbury is made differently—made by skin scientists—with 7 precious face cream oils. They're intended to help *replace* the natural oils you ordinarily

wash away. No lather could be richer, gentler, more smoothing to your skin. Your complexion glows when Woodbury lather touches your face. You're lovely all over, when you step from a Woodbury bath. That's why it's the soap "*for the skin you love to touch.*"





How to avoid dry, unruly "sheepdog hair"



## NEW GREASELESS WAY TO KEEP YOUR HAIR NEAT ALL DAY

### New Vitalis with V-7 relieves dryness, makes hair easy to manage

The gentleman above manages to keep his hair in excellent condition from morning till night—and he does it without grease! He uses new Vitalis with V-7.

You'll find no animal, vegetable or mineral oil in new Vitalis. It keeps your hair neat with V-7, the greaseless grooming discovery.

**You can use it often—  
even every day**

Greaseless Vitalis doesn't "pile up" on your hair. So you can use it as often as you like—even every day—yet never have an over-slick, plastered-down look.

What's more, Vitalis gives you wonderful protection from dry, brittle hair and parched scalp — whether they're caused by outdoor exposure or your morning shower.

And tests show Vitalis kills on contact the germs many doctors associate with infectious dandruff—as no mere cream or oil dressing can.

So try new Vitalis with V-7! You'll like it. And ask your barber for a professional application. He's an expert on making your hair look its best.

\* \* \*

**"My hair is dry and stubborn  
so I use Vitalis every day."**

Hear the Arthur Godfrey Digest, CBS Radio Network, Fridays, 8:30 P.M., E. D. S. T.



### "TISSUE TEST" proves greaseless Vitalis outdates messy oils



NEW VITALIS



MESSY OILS

In an independent testing laboratory, Vitalis and leading cream and oil tonics were applied in the normal way. Hair was combed and then wiped with cleansing tissue. Unretouched photographs above show the difference in results!



## NEW VITALIS® HAIR TONIC WITH V-7

A PRODUCT OF BRISTOL-MYERS





**NONCHALANT WORKMEN** look down from dizzy 1,420 feet. Despite the great heights and winds, the workmen wore no safety belts. None has fallen.

## MAN'S TALLEST STRUCTURE

### Oklahoma gets 1,572-foot tower

On the plains near Oklahoma City the world's tallest manmade structure last week neared completion. At 1,572 feet the television tower of KWTW will top the Empire State Building, which is 1,472 feet high with its TV antenna. In flat Oklahoma the tower will enable the station to reach virtually the whole state. The tower has been going up as fast as 120 feet a day by use of a power "gin pole" which lifts itself through the inside of the structure, carrying new sections along with it. When completed, the tower will occasionally beat its own height record. To replace its insulators the tower's entire 1.3 million pounds can be jacked up temporarily from 1,572 to about 1,573 feet.

**1,412 FEET UP** workman drinks from lid of water can. The ladderlike structure inside the tower is the "gin pole" which lifts sections of the structure.





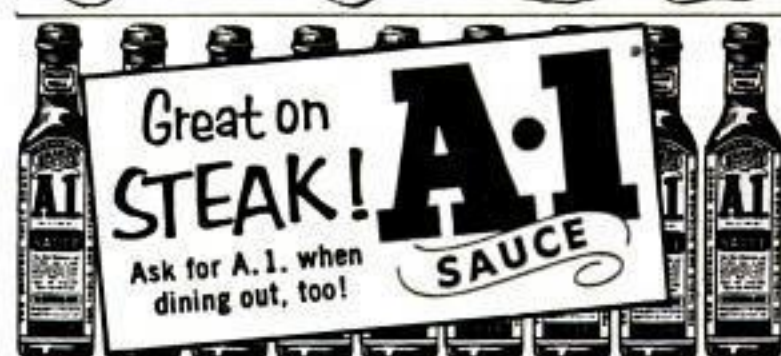
# OSTERMOOR

America's Quality Mattress since 1853



For over 100 years the name Ostermoor has stood for the utmost in sleep comfort.

OSTERMOOR & COMPANY, Inc.  
Chicago 16, Illinois Bridgeport 4, Connecticut



**FREE!** '54 De Soto



## KEVO-ETTS Giant Slogan Contest

Write a slogan of 10 words or less for Kevo-Etts, the candy-like energy food-supplement and reducing aid. Contains over 15 nutritious foods. Only 9 calories. Get details at drug, health food, & grocery stores. Mail entries on a wrapper or facsimile to Kevo Kar Contest, Box 551, Hollywood 28, Calif. Contest ends Nov. 20, 1954.

Kevo & L. Co., Azusa, Calif.  
Please find: ( ) 25c for 3 packs of Kevo-Etts & handling. ( ) \$1.35 for 7 oz. can, Ppd.

Name.....  
Address.....



On sale at all leading dept. stores, chain and super markets.

Magla Products NEWARK 2, NEW JERSEY



10c & 25c SIZES AT CHAIN, DRUG, VARIETY STORES

## Silentone Mufflers Last 1/3 Longer

—and you save up to \$8<sup>00</sup>

All mufflers are *not* alike. The difference is in design, construction and thickness of steel.

You can depend on Silentone. They're built to car factory specifications—or better. And the Silentone double shell or outer wrapping where mufflers normally rust through is 1/3 heavier. That's why Silentone Mufflers on most popular cars normally last 1/3 longer... and reduce back pressure to gain extra power from your engine. Patented Cushion-Aire® ribbed shell to deaden shell noises available on many models. And you save as much as \$5.00—up to \$8.00 when you install them. For Safety, Power, Long Life and Savings—buy Silentone Mufflers at your leading automotive chain store. Or, if you prefer that sound of surging power, the same stores also handle—



Deep Mellow Tone **DYNATONE®** MUFFLERS

Engineered—not packed. Cost less than "Hollywoods." Lower back pressure. Longer life. Also available with dual and header systems.

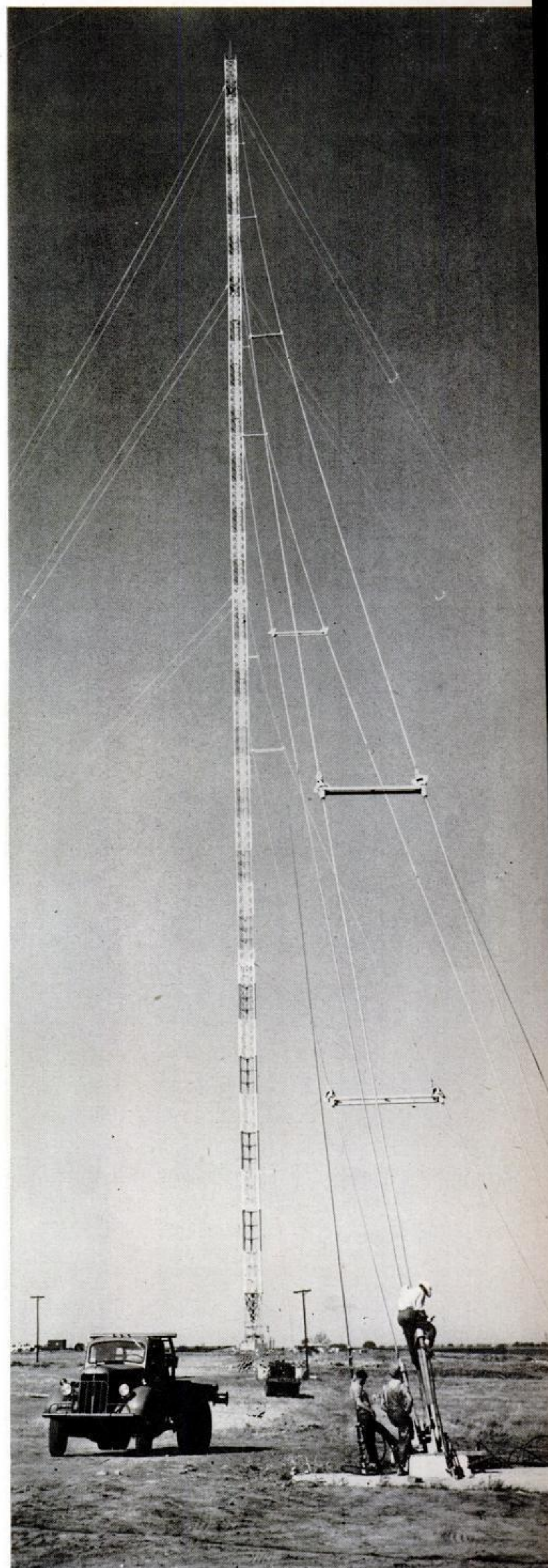
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WRITE FOR NAME OF NEAREST DEALER

## Tallest Structure CONTINUED



COMPLETE EXCEPT FOR ANTENNA, 1,420 feet of the TV tower are secured by 1,000-foot guy cables. Five miles of this steel cable were used to anchor structure, which was built to withstand tornadoes and 150-mph gales.

CONTINUED ON PAGE 166





The Apollo Room, Raleigh Tavern, Williamsburg, Virginia

## *To protect the family is to protect the nation*

Here in this room American patriots met and first voiced the need for the separate Colonies to unite in action to protect the family, the home and the right to venture. For this specific purpose, the Insurance Company of North America was founded in 1792. It provided the new United States with its own *independent* insurance facilities, protecting families against loss, furnishing a foundation for credit that enabled the country to grow and prosper.

Today, the American family faces many and varied threats to its economic security. And since insurance provides the only sure means of protection against financial loss, its cost must be

kept within reach of every family in the country.

That's why the Insurance Company of North America is simplifying and improving insurance. Already, great strides have been taken to make it broader in protection, more economical, and available to more people. And because this means greater peace of mind and security for the family, this Company intends to go as far in this program as the laws of the various states will allow.

To give you a better understanding of what insurance can do for you we have published a 32-page book, "The Change Around Us." Call or write your North America Agent or use the coupon for a copy.

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Please rush me a copy of your booklet. I understand this will not cost or obligate me in any way.

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# OPEN— BAKE—SERVE!

New chicken or beef pot pies  
come sealed in piepan cans—

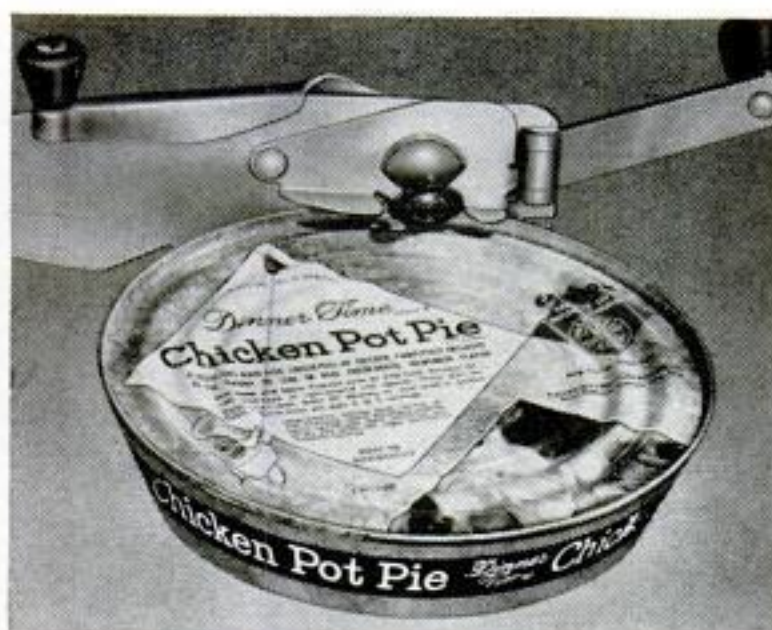
Keep indefinitely on pantry  
shelf with no refrigeration!

Delicious and economical—  
2 to 3 servings in each!



So thrifty! Serves three big wedges of  
delicious pie rich in chicken or lean,  
tender Kansas City beef, with vegetables  
and savory gravy between crisp crusts.

First "no-freezing" pies. Keep them  
handy at home, take them with you on  
trips... need no refrigeration what-  
ever! At most grocers' now. Try both!



You've never seen a can like this—  
shaped like a piepan. When you re-  
move the lid, there's a complete pie  
sealed in flaky pastry, ready to bake.

## Dinner Time POT PIES

CHICKEN OR BEEF  
Trenton Foods, Inc., Kansas City, Mo.



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*Donald O'Connor*

THE WESTBROOKE CLOTHES HE WEARS

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is raving  
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wearing Westbrooke  
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NORWICH MILLS INC., NORWICH, N. Y.

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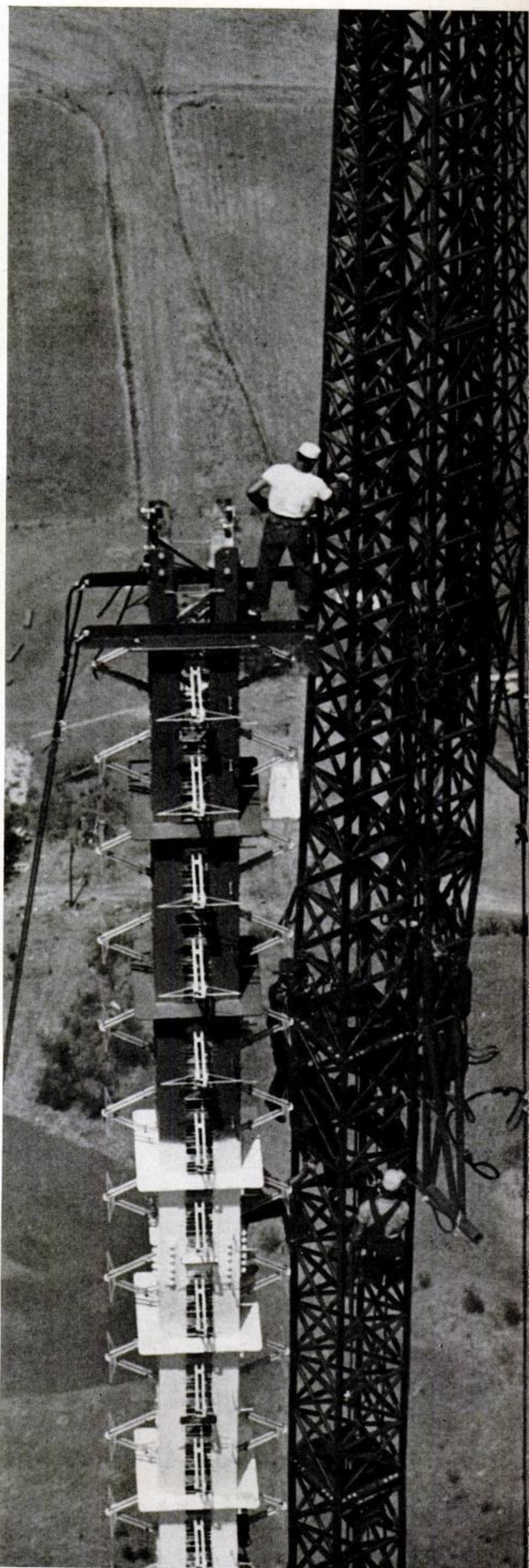
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FREE BOOK — "How to Do a Good Paint Job?"  
Send card (and name of your retailer, if  
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*Brushes by Baker*

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## Tallest Structure CONTINUED



FIRST ANTENNA (left), 78 feet high, is put in place by using two gin poles (right) perched on top of tower. Second antenna, 73 feet, goes on top of this. One will be used by KWTB, the other by a new state educational TV station.





The Balmoral Group

fabrics of  
100% nylon

IN 10 EXCITING COLORS

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## *Comforting new idea in modern living!*

Ease yourself into the gentle comfort of this exciting new furniture and settle back into the most wonderful contentment you have ever enjoyed!

Liven your living room with a new kind of sophistication... with superb contemporary furniture styling that gives a lift to every moment of your home life!

illustrated: sofa \$229  
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lounge chair \$134  
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## There's a brighter outlook now for the child with **EPILEPSY...**

Not too long ago, epilepsy was looked upon as a strangely terrible disease. And all too often the afflicted child faced a bleak future as a "misfit". That was because epilepsy . . . to the great majority of people . . . was associated with mental defectiveness.

What a contrast between this old, mistaken attitude and today's enlightened view of epilepsy! We now know that most children who have this disorder are in every way perfectly normal, except for the disturbance in brain activity that interrupts consciousness now and then. Indeed, we know that many epileptic children are exceptionally talented or above average in intelligence. Best of all, we know that something can be done to control epilepsy so that, in an ever-increasing number of cases, there need be no wide

gulf between afflicted children and the world about them.

Today's concept of epilepsy results from the deep, searching and sympathetic study which medical science has made of this disease. For example, important discoveries about epilepsy have been made with a scientific instrument that records the tiny electric currents that the brain gives off. Analysis of the epileptic's brain-wave patterns often points the way to the most effective type of treatment.

**Heartening progress** has also been made with medicines . . . called *anticonvulsants* . . . which benefit 70 to 80 per cent of certain types of cases, and which frequently *stop epileptic seizures completely*. Of course, only the doctor can determine whether such drugs will help in any

particular case, and how they should be used.

**But the epileptic child** must have more than medical treatment. In fact, the doctor may be seriously handicapped in his task without the sympathetic, understanding cooperation of the child's family, teachers, and friends. Given this cooperation . . . and continuing medical attention . . . many young victims of epilepsy can make a good adjustment and look forward to a future that holds a large measure of the things that make life most worthwhile.

If you know a family in which there is a child with epilepsy, take them this message of hope: Much can be done to control the disorder and bring new comfort and peace into the life of the epileptic child and his family.

Copyright 1954 Parke, Davis & Company

**PARKE, DAVIS & COMPANY**

Research and Manufacturing Laboratories Detroit 32, Michigan

Hospitals, universities and research laboratories the world over are searching constantly for new and more effective medicines of potential value in the treatment of epileptic seizures. For example, hundreds of anticonvulsant compounds are under study now in the research laboratories of Parke, Davis & Company. As a maker of medicines prescribed by physicians, Parke-Davis is proud to be among those engaged in the fight against epilepsy.



# REUNION BEFORE RENOWN



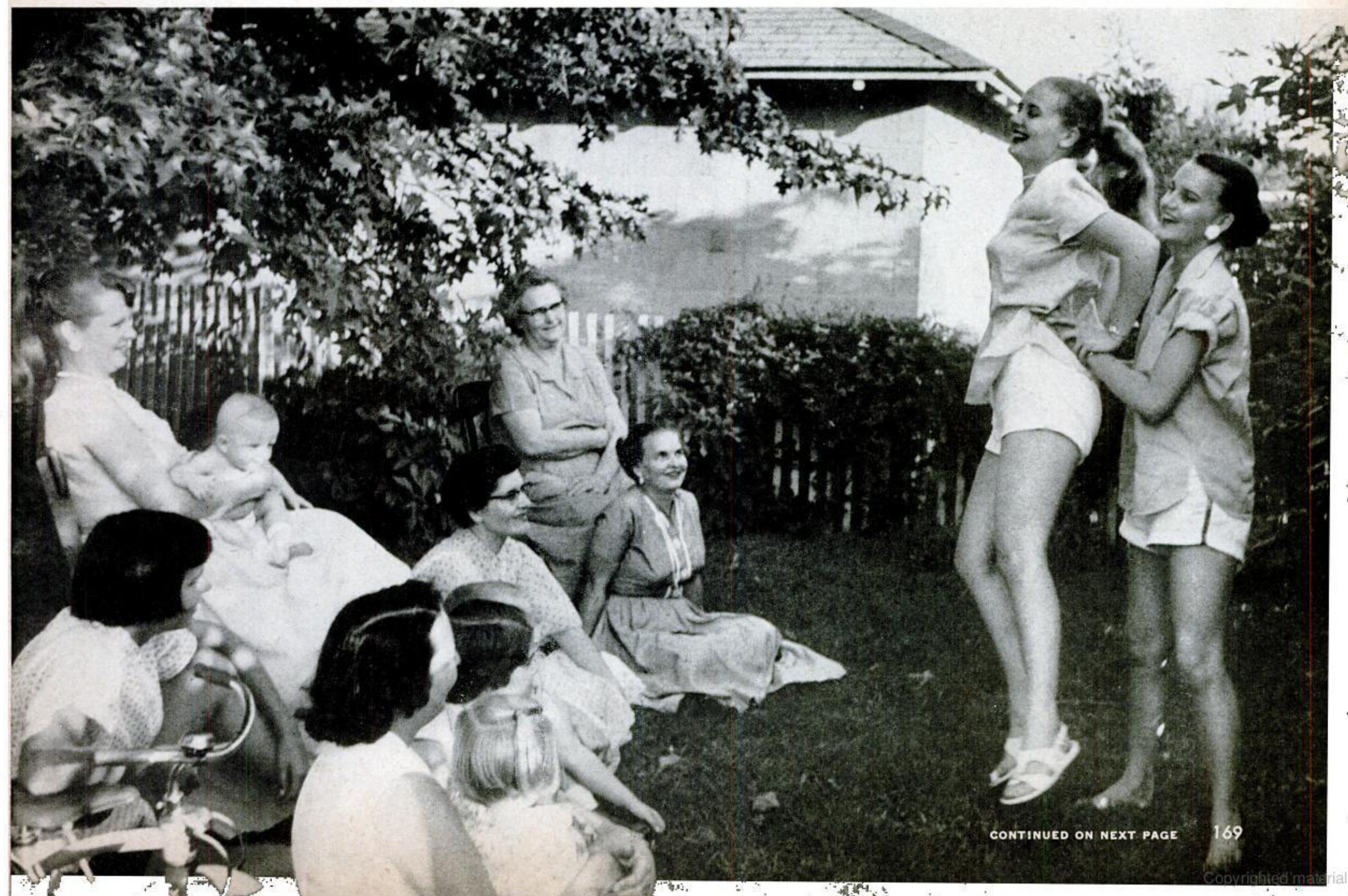
FLYING FROM NEW YORK TO KENTUCKY FLORENCE STUDIES SONG SHE WILL SING IN NEW MUSICAL "FANNY"

## Her home town hears about Florence Henderson's wonderful chance on Broadway

A lot of people in Owensboro, Ky. and a few miles away in Rockport, Ind. remember a scrawny little blonde, Florence Henderson, who put on backyard shows, sang in school operettas and was determined to have a stage career. But Florence, unlike a thousand other such little girls, was determined to work hard, and the people close to her were just as determined to help. At a Catholic high school in Owensboro, Florence recalls, "the nuns were always ready to play so I could sing and dance." The family of her school chum paid for Florence's voice lessons, her teacher arranged for her to study in New York. Being one of 10 children—her father was a tobacco farmer—Florence again depended on financial help from friends.

And so, when Florence visited at home this summer, dozens of people were pleased to see how prettily she had grown up and how close she was to a big success. After one year in dramatic school and two in musicals, Florence—still almost unknown on Broadway—was signed up for the top feminine role in the season's first important new musical, *Fanny*, in which Ezio Pinza will star. Back home, there was a picnic, chats with old friends and fond sharing of memories. Florence's future is anybody's guess. But when her show opens in November, the best guessers, both in New York and home, believe that with her warm voice and spic and span beauty she will be the freshest, most endearing newcomer on Broadway.

FOR OLD TIME'S SAKE, FLORENCE GETS HOISTED BY SISTER EMILY AS THEY DO CHILDHOOD SONG, "FOR ME AND MY GAL," BEFORE COUSINS, AUNTS, NIECES





# Waldorf

## is today's Great Buy

*it's white  
it's softer than ever*



Silky-soft Waldorf is the perfect tissue for baby  
*another Great Scott Value*

"Waldorf" Reg. U. S. Pat. Off.

REUNION BEFORE RENOWN CONTINUED

## HELP AND HOPE CAME HERE



**FOR SINGING TEACHER** Christine Johnson in Owensboro, who eliminated twang from her voice, Florence sings as her older sister Marty listens.



**IN CHOIR STALL** of St. Bernard's church in Rockport, where she started singing at the age of 7, Florence runs over a well-remembered *O Sanctissima*.



**AT HIGH SCHOOL**, where she was active in dramatics, Florence visits teachers, Father Connor and Sister Isidore, looks over sets she helped paint.

[CONTINUED ON PAGE 172](#)



WHY THE HICKOK

# Sierra

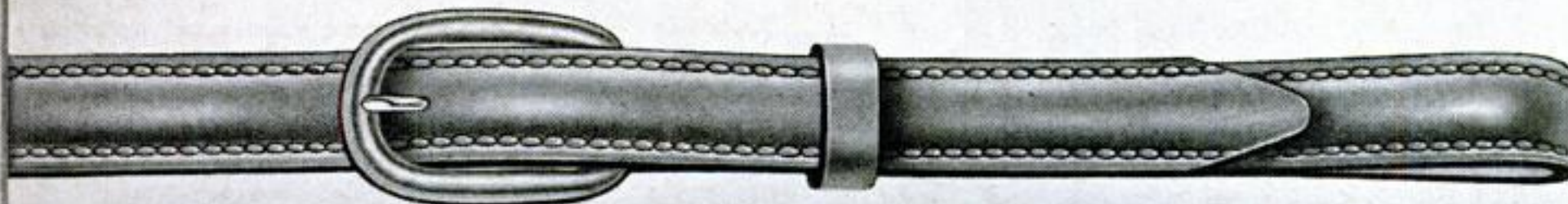
AMERICA'S MOST POPULAR BELT...



ITS SELECTED  
SADDLE LEATHER  
IS AS RUGGED  
AS THE ROCKIES



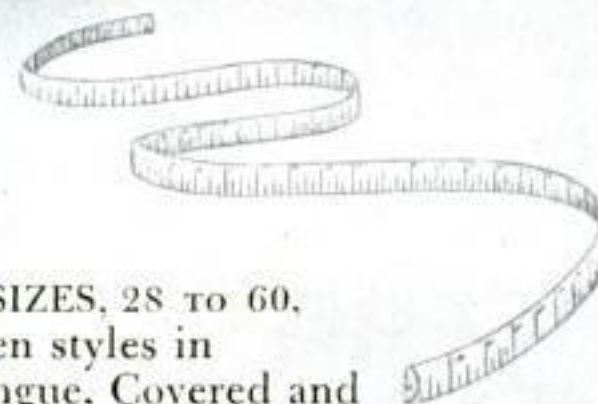
SEVEN HAND-RUBBING OPERATIONS  
are required to produce  
Sierra's beautiful finishes.



Three-quarter inch Tan Sierra, leather-covered buckle, \$2.00.



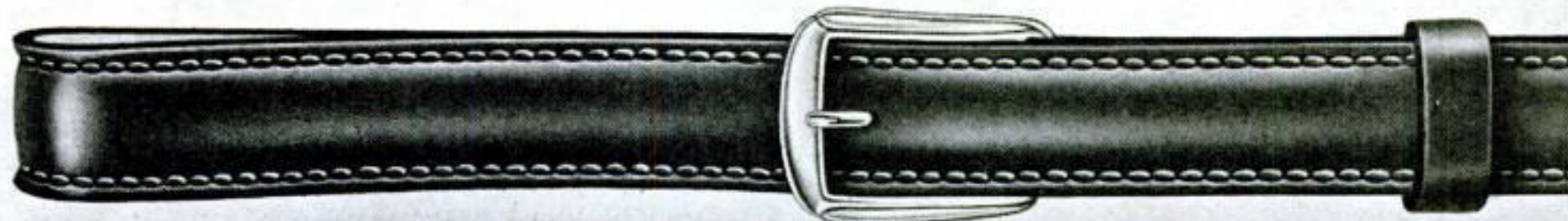
One inch Black Sierra, \$2.50. Herald Square Initial Buckle, \$2.50\*. Set, \$5.00.



SEVENTEEN SIZES, 28 TO 60,  
for exact fit. Seven styles in  
Initial, Tongue, Covered and  
Breather buckles.



SCULPTURED WELT EDGE  
accents smart domed construction,  
in four colors.



One inch Mahogany Sierra, \$2.50.



Half-inch Grey Sierra, \$1.50.



## HICKOK

Makers of World Famous Hickok Belts

\*Plus Federal Tax

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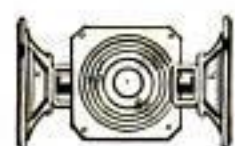
## TWO OLD FRIENDS, ONE NEW



Musicale 3-speaker Fonograf

*listening to*  
**WEBCOR**  
**HIGH FIDELITY**  
*is like being in*  
**Orchestra Hall**

Thrilling to realistic sound . . . the "living presence" you hear when you are in acoustically perfect Orchestra Hall of Chicago . . . is the same "living presence" you hear when listening to a high-fidelity Webcor Musicale fonograf. There is nothing that compares with the listening pleasure of Webcor electronic instruments . . . high-fidelity, 3-speaker units\* with powerful amplifiers and famous Webcor automatic 3-speed Diskchangers. You can find a Webcor High-Fidelity fonograf or tape recorder to fit your pocketbook. See your nearest Webcor dealer today.



\*Featuring 3-speaker stereofonic sound for complete listening pleasure.

*all music sounds better on a*

**WEBCOR**

Chicago 39, Illinois © Webcor 1954



AUNT MILES from Arizona met Florence after 17 years, had to look twice. "When she was 3," she said, "she knew 30 songs."



COUSIN CHARLIE, aged 5 months, has his first meeting with Florence. A veteran baby-sitter in her home town, she is an expert at handling children.



SODA FOUNTAIN CRONY, Ada Savage, squealed a greeting to Florence, who once worked with her behind the counter.

*Mother-to-be*  
"Nobody will know  
Maternity Fashions"

tailored by  
**phil jacob**  
business city

Sizes 10-20

Enjoy "waiting" in a blazer jacket made "personally yours" with your very own monogrammed pocket which pairs smartly with our well-tailored skirts and slacks. Styled in wrinkle-resistant Rayon Gabardine.

Blazer Jacket, White/Black Trim, Red/White Trim and Powder Blue/White Trim . . . 7.95  
Slacks, zip-to-fit/concealed pockets . . . 5.95  
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**THROW AWAY THAT  
SHOE BRUSH, MOTHER!**

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SHINES SHOES

**I-N-S-T-A-N-T-L-Y**

... by the makers of "SANI-WHITE"



CONTINUED ON PAGE 174



# Satisfying every way... Durene-labeled cotton knits

Say firmly "Durene" in any infants' department and see what wonders you get in creepers, coveralls, polo shirts, underwear and socks. Durene is the combed, mercerized cotton yarn with a combination of virtues no ordinary cotton, no synthetic yarn, can touch. It's more absorbent, releases moisture



faster. It has a delightful texture that washing only refreshes. It launders beautifully, refuses to sag or stretch, resists shrinking and wears supremely well. Luckily, you can find the same prize performance in knits for the whole family. Keep a sharp eye out for the name...



it's written on labels like this

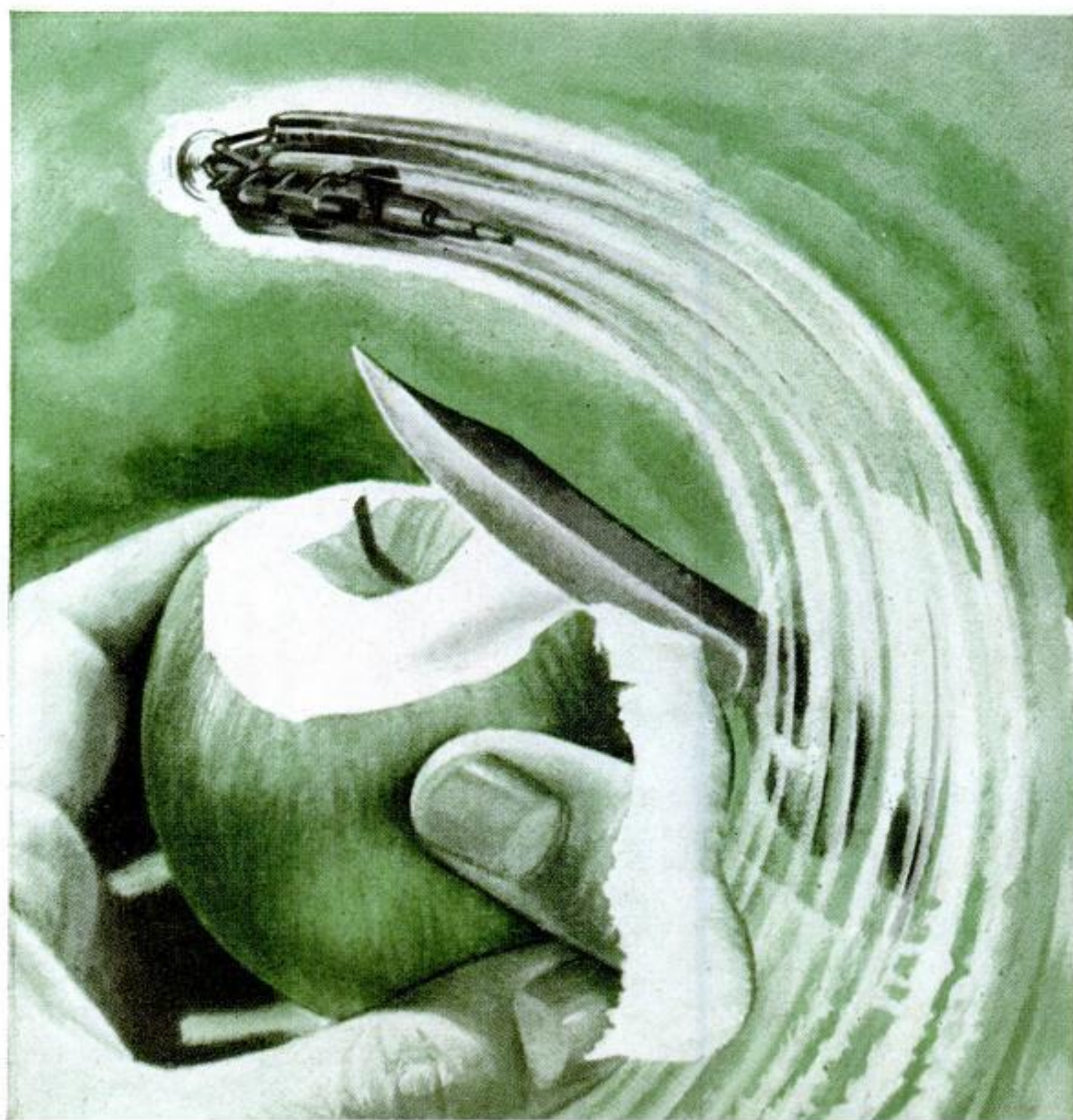
→ **Durene**\*



\*TRADE MARK REG. U. S. PAT. OFF. FOR MERCERIZED COTTON YARN THAT MEETS DURENE QUALITY STANDARDS.



Your engine's life depends on  
a film of oil 14 times thinner  
than an apple skin!



High speeds, high temperatures—and clearances down to 1/1000th of an inch! That's why you need an oil that gives a tough, free-flowing film!

## Use high-quality Quaker State for the rich super film that reduces engine wear

**IT'S A SUPER FILM!** And only Quaker State Motor Oil gives you this wonderful film—so rich, so full-bodied, so enduring, that it assures your car of less engine wear! Every drop of this superb oil is refined from 100% Pure Pennsylvania Grade Crude Oil, nature's best. It is the product of over 50 years of specialization in automobile lubrication. Quaker State gives modern engines complete protection. Economical in use—every quart goes farther!

**Quaker State Motor Oil is made in new streamlined grades to suit the requirements of all makes of cars and for every type of service. Ask your dealer.**

ASK FOR...



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Member Pennsylvania Grade Crude Oil Association



**BACK IN NEW YORK** she reads new role in Producer Joshua Logan's living room. Her first Broadway job was in chorus of Logan's *Wish You Were Here*. He recommended her for lead in touring *Oklahoma!*, then hired her for *Fanny*.



# What's the score for SPORTS?

ILLUSTRATED

Sirs:  
You've scored touchdown, home run, goal, strike, eagle, ace, ringer, checkered flag, knock-out, fall, rouge, hat trick, checkmate with your magazine.

ELMER BLASCO  
St. Louis

## "HOME RUN"



Sirs:  
... It is "tops" in my book.  
THOMAS A. YAWKEY, President  
Boston Red Sox

Sirs:  
I am delighted to have this "new baby" because I think I was in at the births of the first, second and third "babies."

HENRY CABOT LODGE, JR.  
United Nations

## "GOAL"



Sirs:  
This Mag is a "Fan Maker."  
PAULINE CRENSHAW  
Evanston, Ill.

Sirs:  
It's a wonderful issue and makes the book something to look forward to. Congratulations.  
NUNNALLY JOHNSON  
Beverly Hills, Calif.

Sirs:  
What hit me hardest was your intuitive or deliberate emphasis on the basic emotions or primary passions that cut across all games, sports, pastimes and hobbies—concentrating on the "constants" like courage, character, competition and camaraderie.

M. LINCOLN SCHUSTER  
Simon & Schuster, New York

## "KNOCKOUT"



Sirs:  
Thank goodness it is not a monthly; I wouldn't want to wait that long between issues!

LT. COL. JOHN W. PAGE  
U. S. Army

Sirs:  
... You certainly set an exciting pace. Eagerly do I await your subsequent issues.

NICK KERBAWY, General Manager,  
Detroit Lions

## "STRIKE"

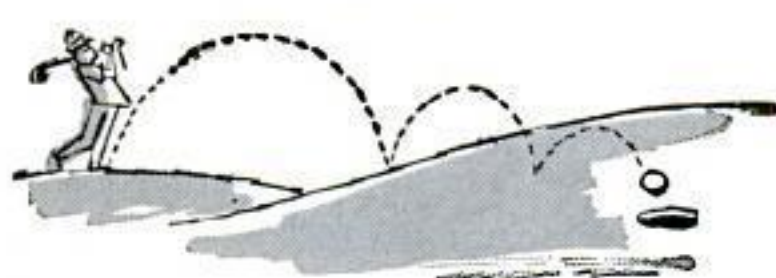


Sirs:  
As a former sports writer ... I really think that your well-arranged and fully covered weekly is getting better with each issue.

GENE THATCHER  
Pass Christian, Miss.

Sirs:  
Congratulations on your new offspring!  
OVETA CULP HOBBY,  
Sec. of Health,  
Education and Welfare

## "BIRDIE"



Sirs:  
SPORTS ILLUSTRATED is the magazine for every age group, young or old, and after reading the first two copies, even I have begun to like several sports I disliked so much before.  
W. COURTLAND ROBINSON  
Earlington, Kentucky

Sirs:  
There's so much good material in it I know my son and I will spend hours poring through it.  
C. G. MORTIMER, President  
General Foods Corporation

## "CHECKERED FLAG"



Sirs:  
This is the type of sports magazine that has been sorely needed ... too many of them were very specialized and did not give as broad a scope to sports coverage as does this one.

JORDAN OLIVAR  
Yale University

Sirs:  
In a way I am sorry you are putting it out because there is so little time down here and I am sure I am going to read every issue with pleasure and interest.

STUART SYMINGTON  
United States Senate

Sirs:  
SPORTS ILLUSTRATED ... is "Sports Illuminated," for it lights up with deeper significance one of the great and growing areas in our world today.

HAROLD R. ELY, D. D.  
Mt. Washington Baptist Church  
Cincinnati

One sportscaster said, "It's the most."

To him, our blessings—and our thanks to all the other friends who've cheered our new weekly sports magazine

... like the thousands of readers who have written and wired us, pouring in suggestions, praise, comment (and an occasional well-aimed brickbat)

... and the tens of thousands who haven't written, but expressed themselves very well in the way they've snatched each weekly issue off the newsstands

... and the 350,000 charter subscribers who ordered SPORTS ILLUSTRATED sight unseen

... and the people who liked the first issue of SPORTS ILLUSTRATED so much they tore out the order card and subscribed for 52 weeks—25,000 in the first ten days.

...

Now, of course, SPORTS ILLUSTRATED is six weeks old. A new issue comes out each Thursday. Why not pick up this week's issue today? Or better still, make sure you won't miss a copy all year long. Just fill in the coupon.



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## A FOXY GANDER AT A TRUSTING GOOSE

A favorite nursery song of every German child concerns a fox and a goose. "*Fox you stole the goose. Give it back again, give it back again, or else the hunter will come. . .*" To prove that the wily fox does not always have his gastronomical eye on the goose, a

Hamburg animal trainer named Reinhold Kasten recently trained one to push a goose about amicably in a wicker baby buggy. But from the chop-licking leer on the fox's face, it appeared he was merely biding his time until a nice dark night came along.



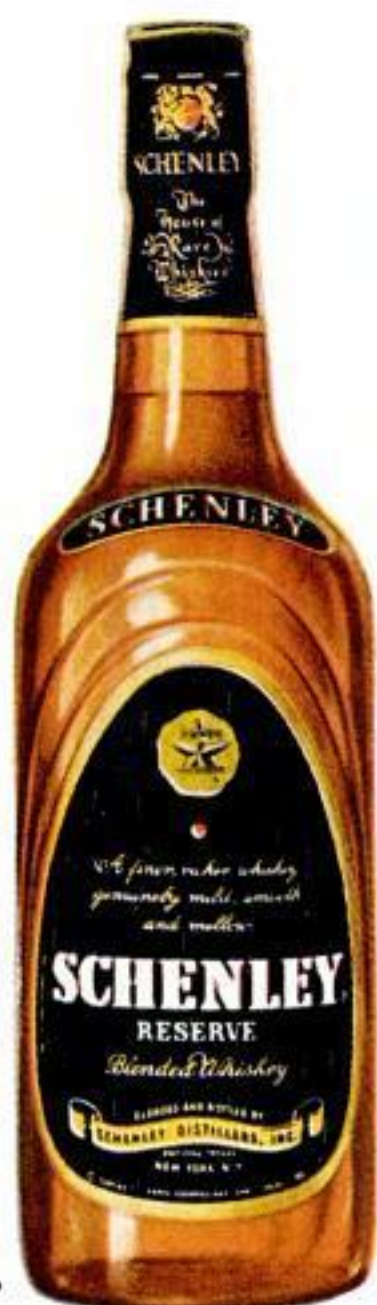
WHEN FRIENDS ASK

*"How do you make 'em  
this good?"*

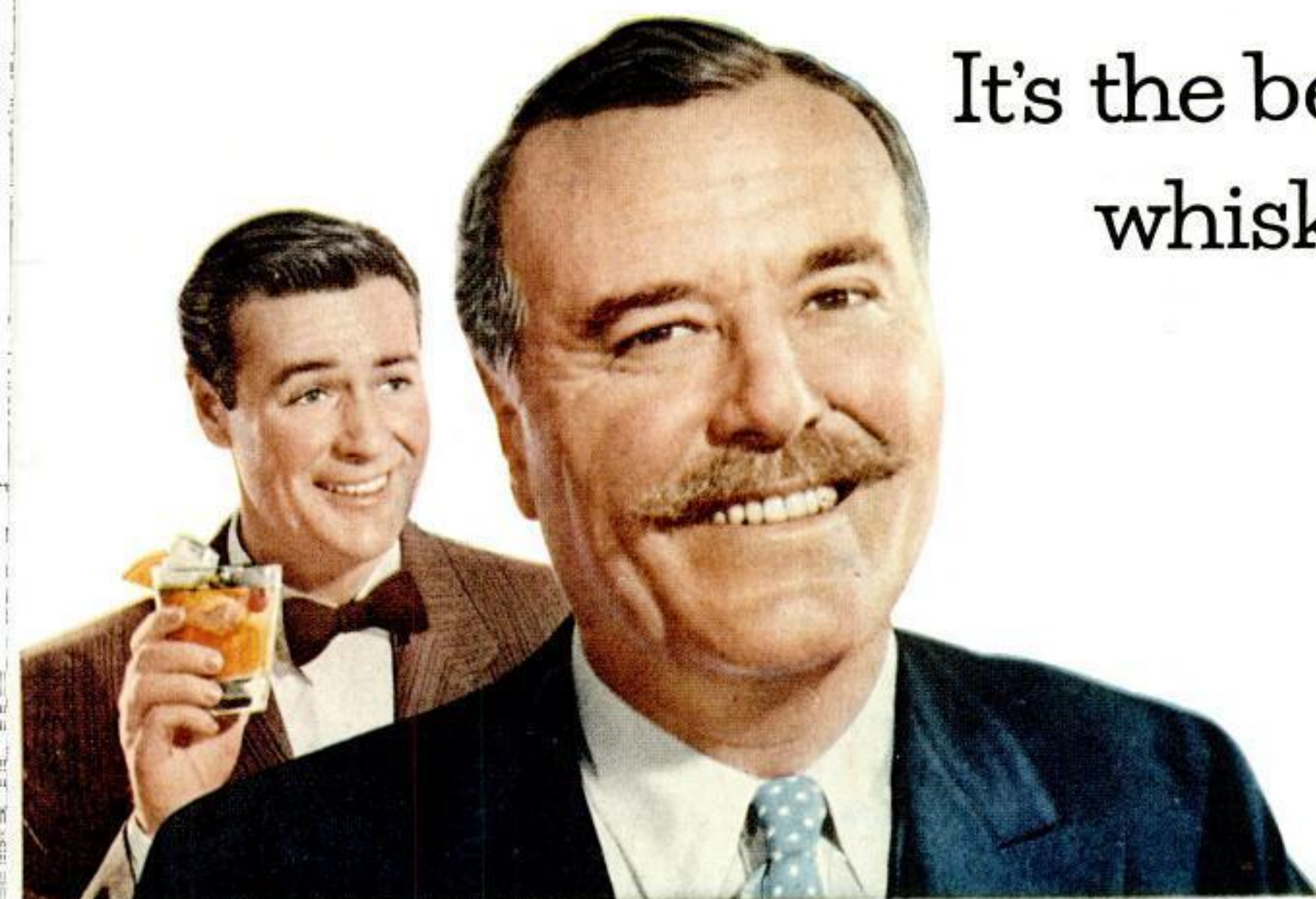


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**SCHENLEY**



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BLENDING WHISKEY, 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DISTRIBUTORS, INC., NEW YORK, N. Y. © 1954



# Camels' cool Mildness and richer Flavor agree with far more smokers than any other brand!



*This year-after-year record is your reassurance that Camels' pure pleasure will agree best with you, too!*

● AT A TIME when smokers are choosing their brands more carefully than ever, Camels win the greatest vote of confidence in history! Clearly, Camels' exclusive blend of costly tobaccos agrees with smokers best... for genuine mildness, rich flavor, pure smoking pleasure! *You* try Camels—then make your own impartial judgment.

"Camels sure agree best with me!" says

*Douglas Leigh*

Douglas Leigh, creator of Broadway's giant spectaculars, brilliant animated signs, blazing displays on blimps in the sky.

"I started smoking in college. For 17 years now, I've enjoyed the smooth mildness and good, rich taste of Camels. To me, there's just no other brand for mild, flavorful smoking. You ought to try Camels!"



R. J. Reynolds Tobacco Co., Winston-Salem, N. C.



**Prove it to yourself... make the 30-Day Camel Mildness Test**

*Smoke only Camels for 30 days. See how mild, how rich-tasting a cigarette can be.*